AN ASSESSMENT OF PROBLEMS AND PROSPECT OF ORGANISED RETAIL THROUGH SHOPPING MALLS: A STUDY WITH REFERENCE TO RAJASTHAN

A

Thesis

Submitted for the Award of Ph.D. degree of

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Faculty of Commerce and Management

By

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CANDIDATE'S DECLARATION

I hereby certify that the work, which is being presented in the thesis, entitled **"An Assessment of Problems and Prospects of Organised Retail through Shopping Malls: A Study with respect to Rajasthan"** in partial fulfilment of the requirement for the award of the Degree of Doctor of Philosophy, carried under the supervision of Dr. Anukrati Sharma and submitted to the Department of Commerce and Management, University of Kota, Kota represents my ideas in my own words and where others' ideas or words have been included. I have adequately cited and referenced the original sources. The work presented in this thesis has not been submitted elsewhere for the award of any other degree or diploma from any Institutions. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the University and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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SUPERVISOR'S CERTIFICATE

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THESIS APPROVAL FOR DOCTOR OF PHILOSOPHY

This thesis entitled _____

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ABSTRACT

The business of retail in India has been witnessing significant changes in the last few decades. The ‘retail evolution' has now become a ‘retail revolution'. The ‘trickle-down effect' of this ‘retail revolution' is approaching the tier II and tier III cities of India. As per a report by ASSOCHAM dated Nov. 15, 2017, the retail market in India is estimated to touch USD 1.1 trillion by 2020 which is presently USD 672 billion. This exponential growth of the retail sector, both online and off-line can be capitalised. As per a report by CARE (Credit Analysis and Research Limited) dated June 2, 2017, organised retail market has been valued at about USD 60 billion, which is only about 9% of the sector, whereas unorganised retail market holds the rest. India's organised retail penetration is shallow compared with other countries, such as the United States which has organised retail sector penetration of 85%. This data undoubtedly shows that India has a massive potential for exploring and growing the organised retail sector. This opportunity can be capitalised on with proactive government policies, strict market scrutiny, precise demographic analysis and active local and global retail players. But the undeniable concern for the economy is to attain sustainable development in this ever growing retail sector.

Rajasthan is also on the cusp of ‘Retail Revolution'. The influx of modern retail concepts and modern retail giants like Metro, Wal-Mart, Zara, Decathlon etc. are undoubtedly the game changers in the organised retail scenario of Rajasthan. As

per a report of Ernst and Young ‘Pulse of Indian Retail Market' dated March 2014, tier-II and tier-III cities such as Jaipur, Nagpur, Ludhiana, Vadodara, Aurangabad, Kochi etc., are emerging as the new ‘hot spots' of consumption. Organized retailers are increasingly setting up stores in these smaller cities. The saturation in metro cities has forced the retailers to move towards the smaller towns. Thus, making the tier II and tier III cities as the new playground for the big retailers of India and abroad.

In Rajasthan, Shopping Malls is an epitome of organised retail. They are one of the most preferred and loved formats of organised retail. Due to natural development availability of retail space and aspiring population the ‘mall culture' has made a foray into tier II cities of Rajasthan. In fact, smaller towns like Banswara and Bikaner are also venturing into the ‘mall culture' with the development of Shopping Malls. Though shoppers love shopping malls, not all malls in Rajasthan are doing well. Building a mall is not enough, there goes a lot more to make the mall successful and a happening place. Orbit mall in Jaipur is located in a posh area with sufficient parking space, but it was not successful commercially, eventually letting itself into office spaces.

There are several stakeholders in the Mall development and Mall Management Process. Mall development has caught the attention of both retail sector and the realty sector because of the ‘uber cool' notion that the retail format carries. As shopping malls are changing the urban landscape, their growth and maintenance is a cause of concern for even the civic bodies of the state. Also, this sector ensures a promising avenue for the employment market. Therefore it is a high time to realise the potential of shopping malls in Rajasthan and help them not to decline and die, as they carry huge investments. Consumerism acts as a catalyst for the growing ‘mall culture' in Rajasthan. This unprecedented growth is driven by favourable demographics, a young and ambitious working population, cosmopolitan culture, rising income levels, urbanisation and new brand orientation.

This study is first of its kind conducted in Rajasthan where the customer satisfaction concerning shopping mall attributes has been surveyed. There are

specific store and non-store characteristics which make Shopping Malls distinct from the single outlets. These attributes include Assortment of Stores, Ambience, Parking Arrangement, Facilities (Entertainment-related and Convenience-related), Promotional Activities and Socialising Aspect.

The study comprises a field survey of 372 respondents from the existing shopping malls from the tier II cities of Rajasthan, i.e. Jaipur, Jodhpur, Udaipur and Kota. The selection of these cities for the study is because only these four cities have functional shopping malls in Rajasthan. As per ICSC (International Council of Shopping Centres), USA, Malls are enclosed and climate-controlled walkway between two facing strips of stores. The other cities have strip centres (shopping centres and shopping complexes) but no shopping malls. Hence, the other cities of Rajasthan have not been included in the study.

A semi-structured questionnaire was administered to the respondents in the natural setting of the shopping mall of Rajasthan. Customer satisfaction responses on the various aspects relating to the shopping mall attributes have been collected. By these collected customer responses, the problem areas concerning Shopping Malls have been identified. Also, the impact of Shopping Mall attributes on the Customer's Preference for Shopping Mall has been assessed.

The selection of the respondents is by simple random sampling. The data were analysed using Microsoft Excel and IBM SPSS Version 22.0. Various statistical tools and parametric tests like Mean, Standard Deviation, independent sample t-test, ANOVA (Analysis of Variance), Correlation and Multiple regression tests have been used to analyse the data.

The thesis consists of five chapters. Chapter one introduces the basic concepts of retailing, shopping malls – the idea, the advent, phases and features, the socio-economic condition of Rajasthan. Chapter two delves into the past literature on the different shopping mall attributes taken in the study like Assortment of Stores, Ambience, Parking Arrangement and Socialising Aspects. A review of the related articles from Indian and western context have mentioned. The research gap was identified by analysing and scrutinising the past body of literature. This analysis serves as the premise for the need and rationale of this present study. Chapter

three focuses on the research methodology undertaken for this study. It defines and illustrated the sample design and the research design adopted for the study. Chapter four deals with data analysis and interpretation with the use of several statistical tools. The chapter is divided into two sections, Section A - Descriptive Analysis and Section B- Inferential Analysis. Finally, chapter five puts forth the statistical findings, recommendations concerning the different shopping mall attributes, limitations of the study and conclusion from the study.

This study aims to be instrumental for mall developers, mall managers and retail mall tenants to understand the dynamics of customer satisfaction concerning customers of Rajasthan. This study will help them to understand the characteristics and expectations of the customers. This study can play a significant role in devising Segmentation – Targeting – Positioning (STP) Strategy for the Shopping Malls and thus create the actual place in the shopper's life, i.e. ‘a one-stop solution'.

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“No duty is more urgent than that of returning thanks.” - James Allen

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CHAPTER 1

INTRODUCTION

'Shopping Mall' is synonymous with organised retail in India, especially in the small towns and cities of India. In small towns, any modern retail format or a shopping complex is referred as a 'mall'. It speaks volumes of recognition that the concept has gained in barely two decades in India. In India, the regular mass's understanding about the concept of Shopping Mall is undergoing refinement due to their growing interaction with malls. Many malls that were developed during the initial phases are in the doldrums concerning their profitability. The prime reason for this was the mismatch between the shopper's expectations and what these malls offered. As quoted by the renowned Greek philosopher, Heraclitus "Nothing is permanent except change", shopper's expectations from shopping malls are witnessing radical changes. Here, change means opportunity. The time calls for the developers, mall manager and retailers to capitalise the shift and reposition and revolutionise the not-so-clear status of the Moguls of Organised Retail in India - The Shopping Malls.

1.1 Motives on the choice of the topic

Shopping malls in India are at present is the cusp of retail revolution. With jaw-dropping discount offered by online retailers and emergence of new retail formats, consumers are changing their evolving their preferences. It is need of the

hour to reflect on the existing shopping malls, which are facing fierce competition and are also being challenged in metro cities of India. With their vitality endangered, many become dead malls or getting converted into office spaces in the metro cities of India, a phenomenon that has increased over recent years. With more and more e-retailers staring to open up brick-and-mortar stores, the preference of off-line shopping is indispensable in the Indian context.

An interesting dilemma is that; shopping malls are 'profit-oriented private properties'; on the other hand, a shopper can easily spend a whole day in a shopping mall without doing any kind of shopping activity. Shopping malls have become public magnets. That's why shopping malls are 'new age public spaces': as people have started love them. People like to have fun and spend their much sort after leisure time at shopping malls. Even, when tourists visit a certain place they prefer going to the famous shopping malls of that particular place.

1.2 The aim of the research

The myth of the last couple of decades, i.e. 'If you build shopping malls, shoppers will come' has been blasted. This approach doesn't work. With this in mind, the objective of this study is to explain the problems and prospect of Shopping malls concerning the demographic factors and retail landscape of Rajasthan through empirical analysis. This study would analyse the customer-mix and tenant-mix that can help the developers, retailers, mall management and urban development authorities to devise strategies accordingly so that the most can be made from a shopping mall.

1.3. The structure of the Thesis

The thesis consists of five chapters. The first chapter comprises aim of this research and theoretical introduction about the topic of the research.

The second chapter of review of the literature provides the theoretical framework on which the research is based. It studies the past body of knowledge on the various variables taken in this research, thereby making the relevance and significance of the variables taken in the study.

The third chapter on research methodology describes the objectives, formulation of hypotheses, research design and the layout of research methodology adopted for this study.

The fourth on data analysis of the primary data– both, descriptive and inferential analysis. Also, here the hypotheses are accepted or rejected.

Finally, the last chapter on conclusion draws the statistical findings of the present research study, recommendations/suggestions, enlists the limitations of the study, scope for further research and contribution to the practical domain of Shopping Mall practice.

1.4.Emergence and Evolution of Organised Retail in India

The etymology of the word ‘Retail’ origins around 1365 from the ancient French word ‘retaillier’, which literally means” to cut off, clip, pare, divide with respect to the ‘trade of tailoring’”. In 1433, this word was first used as a noun that meant ‘sale in small quantities’. The word retail in Dutch and German also refers to the ‘sale of small quantities of items’. Thus retailing in the present context refers to all the activities involved in selling the products and services to the ultimate consumer. The customer is the 'last link' in the channel of distribution.

According to Philip Kotler, ‘Retailing includes all the activities involved in selling goods or services to the final consumers for personal, non-business use’. It includes all activities involved in the marketing of goods and services directly to the consumer for their personal, family or household consumption. The job of a retailer is to provide value or utility to the customer. There can be four different perspectives on their function. Firstly, the retailers provide the customer with finished goods that are ready for consumption and in quantity required by the customer. This service is the 'form utility' of the product provided by the retailer that the customer wants and not raw materials. Secondly, the retailer creates the time utility by keeping the store open when the consumers prefer to shop. The consumer stores the goods prior and replenish the stock as and when required. Thirdly the retailer creates the place utility by making the goods available at convenient locations which are easy for the customer to shop from. Finally, the

ownership utility is established where the ownership is efficiently transferred from the retailer to the customer.

According to Business Monitor International (BMI) Research published in June 2017, “China, Sri Lanka, Vietnam, India and Indonesia represent five favourite consumer markets in Asia, offering retailers the most robust consumer spending growth over its forecast period to 2021”. The report stated that the Indian retail sector is set to expand vigorously over the next few years as the country's growing and increasingly affluent population leads to a steady rise in household spending across all retail. The report examined the key drivers of retail sales, growth and prospects. According to the report, the reasons include “an increase in consumer disposable income, availability of cheap and easy credit in the form of credit card, substantially lower rate of inflation and a more favourable regulatory environment for foreign-owned retailers bodes well for India's consumer sectors over the coming years.”

The report further stated that, “India has a thriving e-commerce segment, with online retail sales expected to continue growing at 'double-digit rates' over our forecast period.’Bricks-and-mortar retailers' are also beginning to enter the e/m-commerce segment, due to the high mobile penetration in the country.”

The Indian retail is witnessing the next ‘big change’ in the economic demography of the country. Retailing is one of the 'strongest pillars of the Indian economy'. The huge network of manufacturers, vendors and service providers has made a significant contribution to the country’s economy. The application of global concepts and subsequent emergence of new retail formats concepts have become rampant in the Indian retailing scenario. According to the study by Assocham, India has the third fastest share in retail marketing adding over 7 million internet users, growing at an annual rate of 15% among the BRIC nations, according to a study by ASSOCHAM and Score.

India is a marketplace with numerous diversities concerning people, culture, cities, region, etc. To be successful in the business, various companies are trying different models. Likewise is the retail scenario of the country, where

different retail formats of corporations co-exist, the perfect balance is yet to be worked.

1.5 Phases/Stages of Organised Retail

The First Stage

The first phase of modern retail was evident in the late 1900s. The foremost was the concept of department stores which offered a huge array of products under a single roof, thereby making it convenient for shoppers. This evidently increased the spending capacity of the shoppers. According to an analysis by Wazir Advisors for Images India Retail Report 2013, "these stores were perceived more like a mall – the air-conditioning environment selling quality products under one roof." During this period, specialty stores also gained popularity in different segments like books and music, consumer durables, etc. though with insufficient penetration.

The Second Stage

The second stage of growth of organised retail was witnessed after 2005 with several large Indian and global retail players setting up their stores in the food and grocery format. This was evident with the advent of large scale hypermarkets and supermarkets. This stage was more about testing the market, creating consumer awareness and selling the proposition of new outlets to them.

However, significant growth was seen during 2008 to 2010 when the concept of modern retailing was gaining popularity. This period was marked with a launch of various malls as well as entry of large international groups primarily in cash and carry and speciality store format. This was the time when retailers focused more on strengthening their back-end systems and gear themselves up for the rapid expansion phase. This period also saw Indian retailers realising which formats work for them accordingly most of the players went into fast store rationalisation spree. The focus was more on generating revenue from each store rather than just mindless expansion. Players like Aditya Birla Retail closed down several of their stores and focused on deriving more value from existing while

expanding cautiously. The future group also rationalised various formats that they had and added new formats and new concepts to their vast portfolio.

The Third Phase

The third stage rolled out from the year 2010. With the entry of international players, numerous several existing formats by Indian retailers were revamped. This was done to be abreast with the immense competition and meeting the ever-changing needs of the millennial population. The retail market is experiencing rapid growth, which is attracting a plethora of international retailers. Furthermore, with the FDI roadblocks being removed from the retail sector, many foreign players are aggressively venturing to enter the highly potential and untapped Indian market. This new phase of competitions has a lot to offer to the Indian consumers. Also, this will set the platform for experiential shopping environment for the new age consumers.

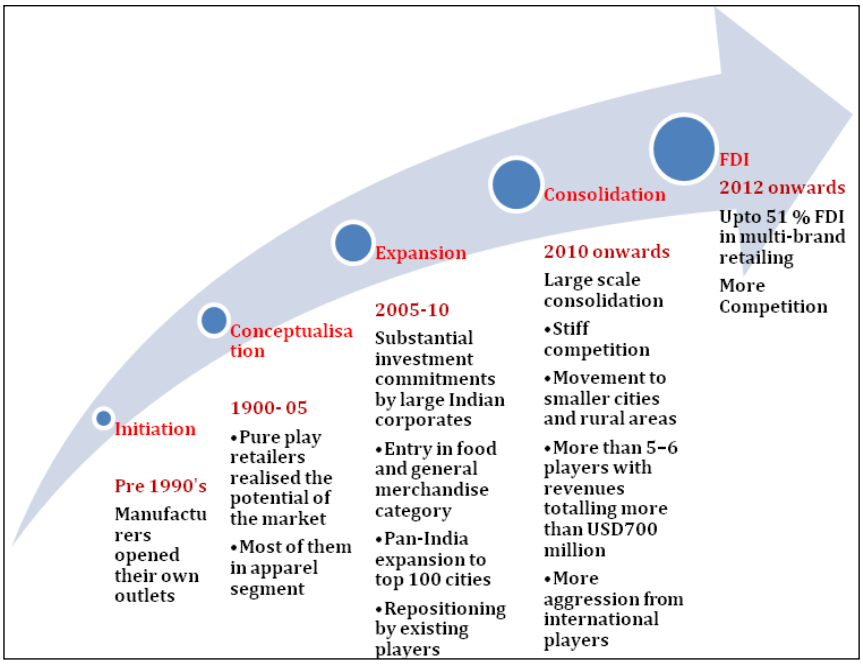

Figure 1.5 The Evolution of Organised Retail in India

Source: Technopak Advisors Pvt Ltd, Aranca Research

1.6 Current Retail Market Scenario in India

As per the A T Kearney's Global Retail Development Index (GRDI) findings in 2016, "India has bagged the second position out of 30 countries. This

index identifies ‘windows of opportunities’ in the organised retail sector of developing markets”.The report further states that, “ The Indian retail industry has experienced tremendous growth over the last decade with a significant shift towards organised retailing format and development taking place not just in major cities and metros, but also in ‘Tier II and Tier III cities’”. According to another important report by IBEF(Indian Brand Equity Foundation) on Oct 12, 2015, “The overall retail market in India is likely to reach Rs 47 trillion (US$ 792.84 billion) by Financial Year 2017.”

As per the above mentioned report, “As India’s retail industry aggressively expands itself, high demand for real estate is being created. Further, with the online medium of retail gaining more and more acceptance, there is a tremendous growth opportunity for retail companies, both domestic and international. Favourable demographics, increasing urbanisation, nuclear families, more women joining the workforce, rising affluence amid consumers, increasing preference for high branded products and higher aspirations are other factors which will drive retail consumption in India.” Evidently, both organised and unorganised retail will not only coexist but also achieve new dimensions and evolve into a whole new shopping eco-system in India.

India is a challenging and complex market for foreign retailers. The dynamics at the state level have to analysed as each of the 29 states has the power to opt in and out of the FDI reforms. The other impediment is the infrastructural bottlenecks such as lack of high-quality retail space, archaic labour laws, complex regulation, lack of trained labour force, high attrition among labour etc. remain the unresolved concerns.

According to a report by IBEF (Indian Brand Equity Foundation) February 2016, “The Indian retail market size grew from USD five hundred and eighteen billion in the year 2012 to about USD six hundred and seventy two billion as of 2016, registering a compound annual growth rate (CAGR) of 7% during the period. In the last two years, the retail industry has been growing at steady rate of

around 12% respectively on account of favourable demographics, higher income levels, easy credit availability, etc."

The report further estimated the industry will "grow at a CAGR of over seventeen percent over the next four years and reach USD 1,300 bn. by 2020". Another retail market analysis firm , CARE expects, " the retail industry to register a growth rate of about 12-14% over the next 4 years and reach about USD 1,150 billion by 2020."

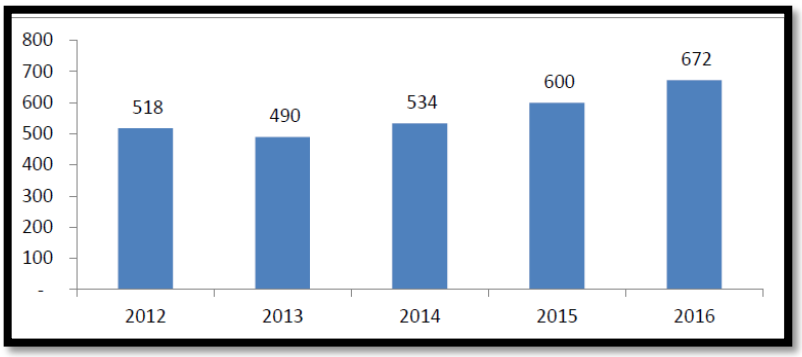

Figure 1.6 Market size of Retail Industry in India (USD bn)
Source: IBEF, Feb 2016

1.7 Types of Retailing in India

Un-organised Retailing

According to the government body, National Accounts Statistics of India, "the unorganised sector includes units whose activity is not regulated by any statue or legal provision, and those, which do not maintain regular accounts." Therefore an unorganised retail covers all those forms of trade "which sell an assortment of products and services ranging from fruits and vegetables to shoe repair". Usually the unorganised retail shops are low-priced, but that's not a parameter to determine an unorganised retail shop. Such shops may have a fixed location like a kirana store, general stores etc. or a movable arrangement like hawkers, mochi etc. These vendors do have to comply any billing norms, do not

have to pay taxes, do not have to maintain billing and sales record, as these are not registered with the government.

Organised Retailing

Organised retailing refers to “all kinds of trading activities undertaken by licensed retailers, which refers to those retailers who are registered under the law and government are hence liable to maintain required records and proper accounts. Usually such retailers are corporate-owned hypermarkets like Bib bazaar, Apollo Pharmacy, United Colours of Benetton to name a few. The organised retail stores are managed by a team of trained and qualified professionals. Such stores are backed by adequate market analysis and customer database with their high-end CRM Software. Such firms hire the services of consultants who guide them with quantitative information about strategic decision making with respect to the different dynamics of the retail market.

1.8 Retail Revolution in Rajasthan: Emergence of Organised Retail

Rajasthan showed its first foot in organised retail in the 1980s. The emergence of retail chains showed its footprints in Textiles sector like Bombay Dyeing, Raymond's, S Kumar's and Grasim was the first to see the, later on, Titan maker of premium watches efficiently created on the organised retailing concept in Rajasthan by setting up a series of graceful Showrooms. The Late 90s was the time when the manufacturer was looking for an alternative sales channel. There were pure retailers with no serious plans of getting into manufacturing. According to Singh (2012) rural retailing is an essential segment of the retail industry, and it is only lately that companies are making investments in this area.

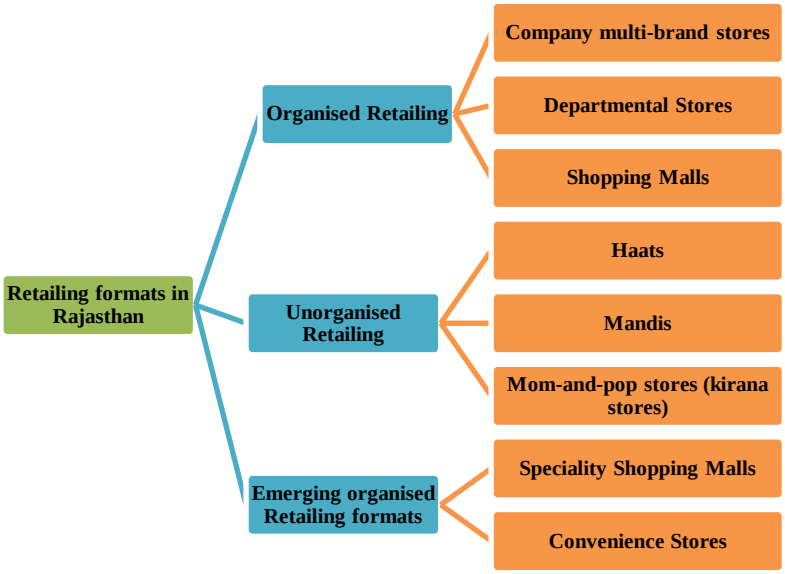

Figure 1.8.1 Types of retailing formats in Rajasthan

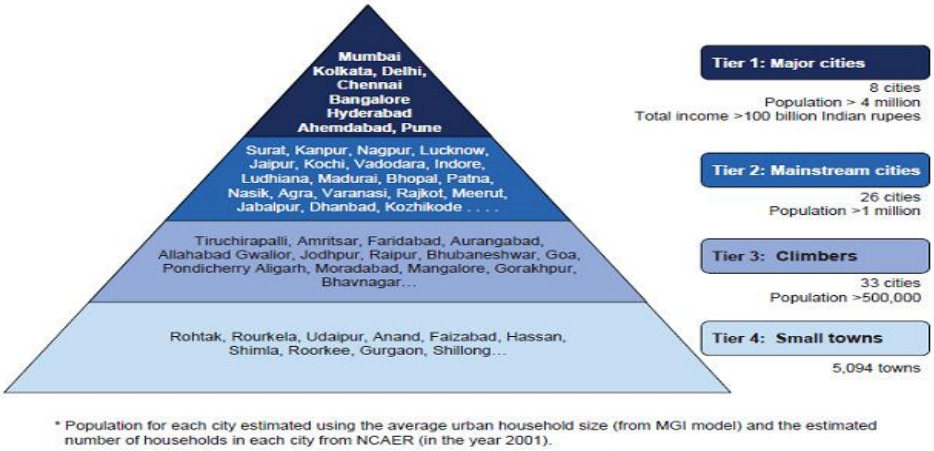

Figure 1.8.2 Classification of towns in India

Source: The Great Indian Middle Class, NCAER; MGI India Consumer Demand Model

1.9 Shopping Mall: The Face of Organised Retail

1.9.1 Concept and History of Shopping Malls

A shopping mall (or simply mall) is a building or set of buildings that contain stores and has inter-connecting walkways enabling shoppers/visitors to walk from store to store easily. These walkways may or may not be enclosed. It is the perfect combination of shopping and entertainment for the shoppers. It usually

consists of one or more anchor stores. Such a store occupies approximately twenty-five percent of a Shopping Mall's retail space. Also, Shopping Mall includes wide range of shopping options with respect to apparel, accessories, décor, eateries, house essentials etc.

According to International Council of Shopping Complex, 'A shopping mall is a shopping centre which is usually enclosed and provides a controlled shopping environment.' The shopping malls in India are very small compared to their counterparts in the developed countries like USA. In India, any of the shopping centre with over 90,000 sq. ft. of shopping area is called a 'Shopping Mall'. As per the standards of ICSC, such a small size shopping mall is referred as a 'Mini-Mall'.

The highly used word 'mall' has its roots from renowned fifteenth century game of "pall-mall". The current day definition of a Shopping Mall can be identified with the 1950's description of a shopping mall which was an enclosed large shopping centre. Such a Shopping Centre usually had a large assortment of retail shops with a well organised parking area.

1.9.2 Origin of Shopping Malls

According to the recorded history of shopping centres provided by Consumer Reports in 1986, shopping centres had their beginning in the 1910's in the state of California, USA. The country club Plaza which was built in suburban Kansas City was accessible only through cars. In 1931, 'The Highland Park Shopping Village' in Dallas, USA became the first group of stores that had its parking lot with the stores facing away from the main access road. The first ever enclosed shopping mall was developed by Victor Gruen, also known as 'The Father of Shopping Mall' in the suburb of Minneapolis in the year 1956. The name of this mall was SouthDale Mall and it still stands today. As per Gruen's ideology, "This shopping mall was designed to get the shopper out of the harsh weather; it introduced the world to shopping complexes as 'World unto themselves--free from bad weather, life, crime, dirt and troubles'."

According to (Keinfield, 1986; Turchiana, 1990), irrespective of the debate about its actual origin, the phenomenal growth and development of

shopping malls was followed by the movement of people out from the cities. Automobile industry was also undergoing magnanimous growth. This migration of people to shopping malls in sub-urban areas was also fuelled up by the growth in the rate of automobile use. By the end of 1960 there were close to four thousand and five hundred shopping malls in the US. These shopping malls which accounted for nearly fourteen percent of the gross retail sales of the US economy. By the end of 1980 there were approximately 17, 000 shopping malls which accounted for thirty three percent of the gross retail sales. Moving still further, by the end of 1900, this number of shopping malls rose to a whopping thirty thousand shopping malls which accounted for nearly fifty percent of the gross retail sales of the US. These shopping malls were also a geeat source of employment with engaging around eight percent of the workforce in the US.

Shopping malls didn't just happen in a fortnight; it was a steady and gradual evolution. Shopping Mall is the result of analysis and efforts of wise planners like Victor Gruen who thought of building a social place for the people of sub-urban area. According to (Bombeck, 1985), suburban people has a very low social life and needed a stimulating place to go, and a shopping mall was the perfect solution. According to (Gruen & Smith, 1960), “a shopping mall was initially conceived as a 'community centre' where people from the nearby community would converge for shopping, cultural activity, and social interaction.”

1.10 SWOT Analysis of Rajasthan’s Shopping Malls

Table 1.10 SWOT Analysis of Shopping Malls in Rajasthan

Strength	Most of the Shopping Malls in Rajasthan are located in the prime area of the cities. The Assortment offered by most of the Shopping Malls consists of high-end stores, regular stores and unorganised retail stores.
Weakness	The quality of the Shopping Malls is not good in terms of ambience and facilities. Due to this reason the Shopping Malls are

	unable to lure global retail brands.
Opportunities	Shopping Malls in the tier I cities of India Due to healthy economic growth, shifting demographic profile, rise in disposable incomes, increasing digitisation, enhancement in consumer preferences are some of the key factors that are fueling growth in the organised retail market of Rajasthan.
Threats	High Streets of the cities, which are the favourite shopping destinations for the urban population and the retailers because of their upscale image and proximity to the main city.

Source: Own Compilation

1.10.1 Situation of Shopping Malls in different countries

The USA

Malls had an iconic position in the U.S. Mostly located in the suburbs; they had a robust infrastructure and promoted weekend trips and drive culture for shopping and leisure. Many became famous because of size or merchandise or as a place for socialising. At present malls in the USA are into a problematic stage primarily because of the recession.

Europe

According to the European Shopping Centre Development Report, 2011, the Shopping centres in Europe have been growing steadily ever since 1980. The highest growth was recorded in the year 2008. Since 2008 there has been a steady decline in the growth of shopping centres in Europe

Asia- Pacific regions

According to the Asia Pacific Retail report, 2007, the overall growth in Asia Pacific region is excellent. South East Asia is the region with high growth markets. China & India are seen as the most significant opportunities for mall growth. In India, North and South India lead regarding the addition of mall space and the number of malls.

Shopping Malls in India

In North Delhi NCR has seen high growth in malls. In the south, Chennai and Bangalore lead the race. In the west, Mumbai, Thane and Pune dominate the retail scene. In east highest development is seen in Kolkata. Delhi –NCR Region has the most significant number of operational malls in the country as per 2010 figures. According to Knight Frank, 2010, By 2012 Delhi NCR market is going to be most abundant supplier of retail space, 33% of the national supply.

Within this past decade, the word ‘Mall’ has become an integral part of every Indian shopper. Ten years ago, India just had a handful of malls, and every mall was a great new experience. Today with shopping malls mushrooming across the length and breadth of the country, what matters is that how good they are. With the age of growing cautious retailers and conscious shoppers, the malls in India have grown exponentially over the past few years.

Shopping Malls are now the trade, societal and cultural centres of their cities. Shopping malls are the centerpieces for transformation of urban centres. The aggressive atmosphere that a shopping mall faces nowadays is significantly diverse from those witnessed in their premature days. Earlier their main competition was a 'downtown business centre'. A lot of the finest 'shopping locations' are not existing now so now a shopping mall's most important fight is now to be expected with the other shopping mall.

As per the report ‘Retail Realty in India: Evolution and Potential’ in 2016 by Jones Lang LaSalle, ‘A shopping mall has a variety of retail shops at a sole outlet. They can include products, food and entertainment under one roof. Shopping Malls provide seven percent of retail revenue in India, ten percent in Vietnam, twenty five percent in China, twenty eight percent in Indonesia, thirthy nine percent in the Philippines, and forty five percent in Thailand’.

1.10.2 Types of Malls

According to (Singh, H., & Srinivasan, R., S., 2012) the concept of Shopping Mall ever since its inception has undergone structural and conceptual changes. The gradual evolution has been significant enough to add distinct

characteristics to each kind of mall available. Merchandise differentiation also plays a dominant role on segregating the different kinds of Shopping Malls. Following are some of the famous and commonly available kinds of malls as per International Council of Shopping Centers:-

Regional Shopping Malls

According to ICSC i.e. International Council of Shopping Centers, a 'regional mall' is typically between 4,00,000 sq. ft. to 8,00,000 sq. ft. gross leasable area(GLA) with at least two anchors and offers a wider range of selection of stores. Such a shopping mall is larger than most of the conventional malls.

Super-Regional Shopping Malls

Such a mall has a large number of anchor stores. It offers an in-depth option of merchandise to choose from. This is the reason that such a shopping mall is able to have a large catchment area. With over 8, 00,000 sq. ft. of GLA, such a shopping mall acts as a prime shopping venue for the people in its catchment area.

Outlet Shopping Malls

An outlet mall consists of discounted branded merchandise and is sold directly to the customers. Such malls are also a hot shopping destinations because of their pocket friendly feature. Most of the stores in an outlet mall sell high quality and deep discounted products.

Vertical Shopping Malls

Vertical Shopping Malls are referred to the high-rise shopping malls in the cities of India. As most of the shopping malls in India are situated inside the cities rather than the suburban areas, they have no option to expand, except vertically. Paucity of space in the prime location of the cities is the main reason for the origin of such shopping malls in India. The most crucial aspect that these malls have to make sure is that they entice the customers to move vertically up, whereas the customers have a natural tendency to move around horizontally.

Luxury Shopping Malls

Such a shopping mall has a clear STP (Segmentation, Targeting and Positioning) Strategy. This is a place where a shopper can find all the high end luxury brands, mostly global brands. Such a concept is trending the metropolitan cities of India, but yet to venture out in 'tier II and tier III' cities of India. For instance, DLF Emporio is house to brands like Versace, Da Milano, Louis Vitton, Rolex and Omega to name a few.

Strip Shopping Mall

Such a shopping mall is the most commonly found 'shopping mall' in the small cities of India. In most of the small cities in India, usually regular shopping centers with some organised retail stores and an open area with walkways are refereed as a 'Shopping Mall'. Here the stores are usually built in one row for clear visibility and increase attractiveness.

1.10.3 Mall Management

Stage I – Ideation of a Shopping Mall

This is ideally the first stage in the mall management process. It is a thorough market analysis with respect to need analysis, Segmentation, Targeting and Positioning Strategy. Most of the Shopping Mall developers do not understand the nuances at this stage which leads to building of a dysfunctional

mall. The purpose of the mall and analysis of catchment area play an integral role during this stage. All the regulatory compliances have to be analysed during the ideation process.

Stage II – The Construction of a Shopping Mall

This stage is indeed mammoth task. It is not just the look that matters, but the built quality of the shopping mall is equally important for the long term success. For this the mall developer needs to understand the details of the construction design that the shopper would love shopping at and also the ergonomics into the design are also important. This stage requires a perfect amalgamation of availability of financial resource, good architectural designing, optimum utilization of space, eco-friendly designs and world –class facilities that can attract the retailers and shoppers in the long-run.

Stage III – Promotion/Marketing of a Shopping Mall

Construction of a world-class mall wins the battle half-way. The next stage is the right marketing strategy. Good retailers always prefer a mall with good facilities and good ambience. This goes beyond the STP Strategy, by getting the actual footfalls, which will eventually decide the success of a Shopping Mall. Digital Marketing plays a dominant role these days in this domain as most of the people are on social media and this is cheap as well.

Stage IV – Handling the Operations of a Shopping Mall

This involves increasing the footfalls on all the days of a week. Operations look into the everyday functioning of the mall. This task makes sure to creating awareness and handling the shoppers on the daily basis.

Stage V – Maintenance of a Shopping Mall

This activity looks into the upkeep of the Shopping Mall. No matter how good a mall is build equipped with world-class facilities, but if it is not maintained on a timely basis, it will lose its charm leading to dwindling foot-falls. This requires lot of funds and a good team which ensures high quality maintenance.

1.10.4 Evolution of Shopping Malls in India

India has been late to enter into the shopping mall sector. The first shopping noted in India was Spencer Plaza, Chennai. This was constructed in the year in 1990. But the actual phase began from the year 1999. This year two new Shopping Malls i.e. Ansal Plaza in New Delhi and Crossroads in Mumbai started with their operations. Ever since the bygone decade, this sector has witnessed a desperate and much awaited rise the 'availability of organised retail space in the form of shopping mall'. As per the a research by the renowned retail magazine 'Images' in the year 2007, with only three shopping malls in the year 1999, India at present has almost three hundred operational Shopping Malls which account for eighty seven mn.sq.ft. of organised retail space in the form of Shopping Mall. As per (Taneja, 2007) the year 2007 saw the shopping mall development growing at a whooping rate of seventy six percent. In the year 2008, the humongous growth continued with around eighty five percent per cent; however, the sheen was lost in the forthcoming years due to the slowdown in the economic condition of India due to the US recession.

According to (Singh and Bose 2008) though the' concept of shopping malls' has its roots from western countries but the shopping malls have adapted themselves to the respective countries. The shopping malls have developed a tenant mix that showcases the requirements of their respect segments that they are catering to in their respective countries. For example the shopping malls in India are not clones of the western concepts, as they are absolutely designed and assorted the respective target customers. They are smaller definitely smaller in size than the malls in developed economies. The Indian Shopping Malls have also let themselves out as productive office spaces, which is a distinct feature in itself. The Indian Shopping Malls are located within the central areas of the highly populated cities, whereas in the western countries the Shopping Malls are located in the sub-urban areas. Therefore, this makes the Indian Malls grow vertically than growing horizontally.

1.10.5 Shopping Malls have moved out of Indian metros

The Indian retail sector's growth is phenomenal. Malls in smaller towns are undoubtedly changing the way people socialize and shop. According to a report by Ernst & Young and Retailers Association of India (RAI) 'Pulse of Indian Retail Sector' dated March 2014 on global front 'India is among the top 10 retail markets of the world'.

As per the above report , The 'Indian retail sector' is all set to grow speedily with a step-by –step shift towards 'new and evolving organised retailing formats'. This growth will be driven by a favouable factors like combination of consumer's demand, new retailer's supply and government's regulatory factors. One of the findings of the report is illustrated in the figure below. The most important growth agenda top retail companies were to expand their presence in tier II and tier III cities of India.

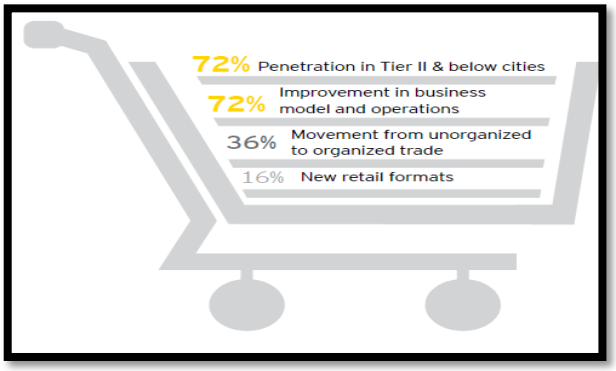

Figure 1.10 Top themes of growth for organised retailers in 2014

Source: EY report 'Pulse of Indian Retail Market' March 2014, Pg. No 07

1.10.6 Reasons for Mall developers moving to 'Tier-II and Tier-III' cities from the metros:

Saturated market: The Metropolitan cities of India are already saturated with respect to Mall-Coverage. Almost every area in big metro city of India has its Shopping Malls. In fact many times, one finds 3-4 adjacent Shopping Malls in cities like Delhi and Mumbai.

Easier acquisition of land in smaller cities: To build a good Shopping Malls. One needs a huge area of land. With the land prices in metros touching all time high, the land acquiring cost becomes a huge hurdle for shopping mall developers. This saturation increases the risk for the developer in attaining Return-on-Investment (ROI), thereby making it unviable for developers.

Better return on investment: In 'tier II and tier III' cities people want an easy and comfortable organised access to retail or Shopping Malls. This sort of consumer behaviour surely promises better returns to a Shopping Mall developer.

Rising disposable income in smaller towns: Due to the lower cost of living expenses in a small town compared to metro cities, the people in small towns have a higher disposable income. Also, the spending capacity is growing, giving rise to consumerism, which in turn makes it a profitable business venture for both Shopping Mall developers and the existing/new retail company.

An place sought out for inspiration: A Shopping Mall is a 'destination' in a small town. It is a 'place for entertainment' as well as a community and social centre for people. Both, joint and nuclear families look forward to a Shopping Mall visit so that they can spend some quality time together as a family, as the small towns in India lack sufficient places for family entertainment. In small-towns Malls have also become places where one can socialise with friends and family.

1.10.7 Present state of affairs with respect to Shopping Malls

Even the most famous 'tier II and tier III cities' of India lack good quality shopping malls. While many 'tier II & III towns' have not witnessed and experience shopping from Shopping Malls, some of them like Jaipur, Ahmedabad, Lucknow, Udaipur, Chandigarh, Lucknow Mysore, Mangalore, Raipur, Nagpur, Lonavala, Kota and many such others do have Shopping Malls. Some of these shopping malls are being managed by many famous mall management companies, but still most of them are in a real bad condition. The reason for this debacle is that when the Shopping Mall Sector was witnessing a boom, many real estate

developers just joined the bandwagon without actually conducting a market research. Most of them are not managed well because there is not optimal utilisation of the retail space in shopping malls. However, If these shopping malls are built and managed with the help of experts of this field they could turn out to be a profitable establishment. The required 'Social Infrastructure' in these shopping malls is quite good, but cleanliness, parking and maintenance are not up to the mark. These malls are not providing the right kind of ambience which the global/international brands are looking. They are unable to conduct the right promotions. Thereby, they are spending money but it is not in the right way and right form. Hence, many malls in 'tier II and tier III' cities are witnessing lower occupancy rates and thereby not profitable.

1.11 List of Shopping Mall in Rajasthan

Table 1.11.1 List of Shopping Malls in Jaipur City

S.No.	Mall Name	Total Area	Year of launch	No. of Store	Builder
1	Ganpati Plaza	2.25 lakh sq. ft.	1995	200	Sukhaniya Group
2	Gaurav Tower	2 lakh sq. ft	1997	225	Bardiya Group
3	Crystal Court	2 lakh sq. ft	N/A	220	Mahima Group
4	M.G.F Metropolitan Mall	2 lakh sq. ft	2007	185	MGF Infratech
5	Crystal Palm	2 lakh sq. ft	2007	225	Mahima Group
6	Triton Mall	4.5lakh sq. ft	2006	210	Suncity Project
7	Saraogi Mansion	N/A	N/A	N/A	Manglam Group

8	WTP Mall	13 lakh Sq. ft.	2012	500	Sincere Infrastructure Pvt. Ltd.
9	City Pulse	2 lakh sq. ft	2007	110	Shree Shyam Builders
10	Mall21	N/A	1995	100	Pachar Group
11	Pink Square	2.5lakh sq. ft	2010	220	Mani Group
12	Sun n Moon Mall	2.5lakh sq. ft	2010	133	Sun and Moon
13	Jalsa (In construction)	2.5lakh sq. ft	-	300	Innovative Infradevelopers
14	GT Central	1.5 lakh sq.ft.	2014	150	Bardiya Group

Source: Own Compilation

Table 1.11.2 List of Shopping Malls in Jodhpur City

S.No.	Mall Name	Total Area	Year of launch	No. of Store	Builder
1	Blue City Mall	1.5 lakh sq.ft.	N/A	100	N/A
2	Ansal Royal Plaza	1.75 lakh sq.ft.	N/A	110	N/A

Source: Own Compilation

Table 1.11.3 List of Shopping Malls in Udaipur City

S.No.	Mall Name	Total Area	Year of launch	No. of Store	Builder
1	Celebrations Mall	3.9 lakh sq.ft	2011	144	CapitaMalls Asia Limited and Advance India Projects Limited (AIPL)
2	Lake City Mall	2.5lakh sq. ft	1998	100	N/A
3	K.K. Mall	1.25lakh sq. ft	N/A	N/A	N/A

Source: Own Compilation

Table 1.11.4 List of Shopping Malls in Kota City

S.No.	Mall Name	Total Area	Year of launch	No. of Store	Builder
1	City Mall	2.5lakh sq. ft	2010	155	N/A
2	Cine Mall	2.5lakh sq. ft	2016	170	N/A
3	Great Mall of Kota	3.5lakh sq. ft	2016	185	Ahluwalia Group
4	Aakash Mall	2 lakh sq. ft	N/A	N/A	Akash Build Estate Pvt. Ltd.

Source: Own Compilation

1.12 Government Initiatives for the promotion of organised retail

The GoI(Govt. of India) has allowed s hundred percent Foreign Direct Investment in SBRT i.e Single Brand Retail Trade and has allowed a fifty one percent FDI in MBRT i.e. Multi Brand Retail Trade.

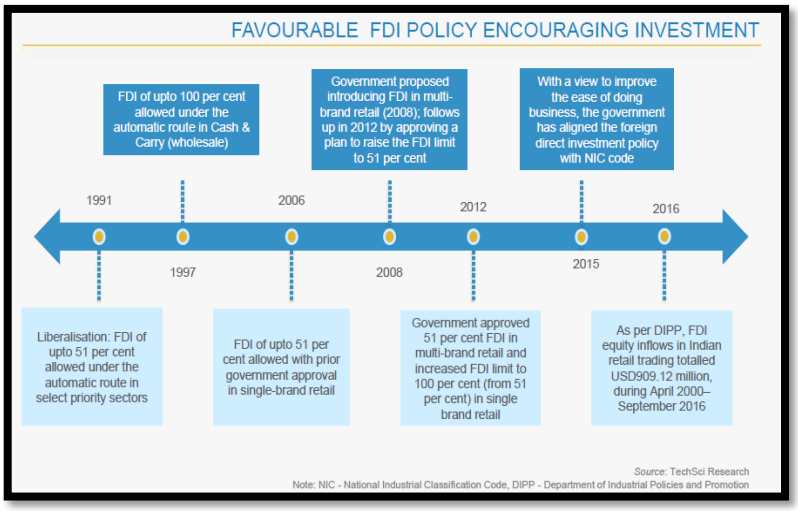

Figure 1.12 Favourable investment policy

Source: IBEF, Feb 2016

As per the present FDI policy, 'foreign retailers investing more than fifty one percent in the total investment can open outlets across the country. But they have to fulfill the condition that 30 percent of their sales have to be sourced from 'small to medium-sized domestic enterprises'. Also, global chains will have to invest fifty percent of the in capital building capacity of cold storages/warehouses in India.

1.13 The reasons to choose Rajasthan was chosen as a ground for this study

- As stated by the report titled 'Fuelling the retail revolution- The paradigm of emerging cities' in December 2017 by renowned real estate and investment management firm Jones Lang LaSalle, Jaipur, the capital city of Rajasthan ranks first and indicates highest potential for retail growth among top thirteen 'tier II and tier III' cities of India. The parameters used in this report were demographic parameters and real estate parameters (mentioned in the below figure).

EMERGING RETAIL DESTINATIONS (TIER II & III CITIES)	DEMOGRAPHIC PARAMETERS			REAL ESTATE PARAMETERS		OVERALL POTENTIAL	QUALITATIVE PARAMETERS	
	TOTAL POPULATION	POPULATION GROWTH RATE	PER CAPITA PURCHASING POWER	TOTAL RETAIL STOCK	UPCOMING RETAIL SUPPLY (4Q17-2021)		SMART CITY RECOGNITION	AIRPORT CONNECTIVITY (DOMESTIC/ INTERNATIONAL)
AHMEDABAD	1	7	4	5	10	2	YES	INTERNATIONAL
JAIPUR	2	6	11	1	5	1	YES	INTERNATIONAL
LUCKNOW	3	7	12	4	1	2	YES	INTERNATIONAL
NAGPUR	4	13	6	6	2	4	YES	INTERNATIONAL
VISHAKHAPATNAM	5	9	5	12	11	12	YES	DOMESTIC
INDORE	6	3	9	8	9	8	YES	DOMESTIC
PATNA	7	11	13	11	4	13	NO	INTERNATIONAL
VADODARA	8	10	2	7	6	5	YES	INTERNATIONAL
COIMBATORE	9	5	7	9	11	11	YES	INTERNATIONAL
CHANDIGARH	10	12	1	2	8	5	YES	INTERNATIONAL
THIRUVANANTHAPURAM	11	1	3	13	6	7	NO	INTERNATIONAL
BHUBANESWAR	12	4	10	10	3	10	YES	INTERNATIONAL
KOCHI	13	2	8	3	11	9	YES	INTERNATIONAL

Figure 1.13 Jaipur Ranked as No. 1 in Overall Potential for emerging retail destination (tier-II and tier-III cities of India)
Source: Report by Jones Lang LaSalle titled 'Fuelling the retail revolution- The paradigm of emerging cities' in December 2017 pp 11

- One of the most tested and proven concept of 'Bottom of the Pyramid Theory' has affected even the realty and retail sectors. As the metropolitan cities of India are facing saturation and sky-rocketing rental and overhead costs, therefore forcing most of the organised retailers and developers to move towards the 'tier-II and tier III' cities of India.
- Most of the cities in Rajasthan fall in the category of tier II and tier III cities.
- With large scale natural resources and known for many industries, cities in Rajasthan are economically sustainable.
- Cities like Jaipur, Jodhpur, Udaipur etc. are known for wide-scale tourism. Thus these cities are known on the global level and witness a massive inflow of tourists round the year.
- The city of Kota, which was once known as the 'Industrial City of Rajasthan' is now known as the 'Mecca of IIT'. The city witnesses huge influx of young students and renowned faculty from around the world.

- Due to its strategic geographical location, various industries like IT/ITes, Automotive, Cement, Spices, Renewable Energy Resources, Ceramics and Agro-based products are creating a base in Rajasthan. This is leading to rapid urbanisation in the prime cities of Rajasthan. Due to favourable traffic conditions, housing rentals etc professionals prefer to settle in Jaipur compared to New Delhi and other cities of Northern India.
- The Government of Rajasthan has always followed a proactive urban development and planning approach. With several major initiatives taken by the government like development of Special Economic Zone (SEZ), the state of Rajasthan has been able to create a niche for itself in India as a 'Progressive State for industrial investment and tourism destination'.

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CHAPTER 2

REVIEW OF LITERATURE

The focus of this chapter is to put forward a critical summary of published research literature in refereed journals that are relevant to the topic. The prime purpose is to create a bridge between the past research findings on the particular issue and the current outlook. The review will also serve as valuable literature for further research on the related topic. Moreover, a review also throws light on the areas yet to be explored.

The researcher has reviewed various research papers from the western concept which has a vast culture of well-developed malls and India is gradually catching up with their models. Many studies have been conducted across the world and India on finding the consumer's preferences towards a shopping mall, but there is a severe shortage of literature when it comes to a study concerning Rajasthan. The researcher has prepared the review on thematic and chronological approaches.

Much of the mall research looks at customer satisfaction and customer loyalty. Many aspects of mall marketing and management are said to affect satisfaction and commitment, and they include customer service (Kursunluoglu, 2014); facilities management (Hui et al., 2013), crowding and the impact of mall kiosks (Kim and Runyan, 2011; Runyan et al., 2012) and the effect of specific store loyalty on mall loyalty (Rabbanee et al., 2012). Other researchers have

examined excitement at the mall (Wakefield and Baker, 1998), the impact of entertainment (Sit et al., 2003), the effect of mall atmosphere (Massicotte et al., 2011; North and Kotzé, 2004; Turley and Milliman, 2000) and enjoyment of the shopping experience (Hart et al., 2007). The quest to understand the impact of the mall on consumers continues unabated.

As the shopping malls evolve to meet future retailing and consumer needs, the investigation of economic and social synthesis of malls and the community will deserve more significant consideration.

2.1 Organised Retail

Michael Levy and Barton A. Weitz in their book 'Retailing Management' (2008) have tried to throw light on the aspect that how retailing has become an essential economic activity. This book discusses different facets of 'retailing strategies' as they are helpful for developing the high potential growing retail sectors in a growing market like India. In this particular book, the authors have tried to find out the reasons for the expansion of modern retailing, diverse retail formats, and multi-channel retailing as a means of functioning in a cut-throat market. According to the author, there is a significant change in the retail consumer behaviour. The book very profoundly discusses latest topics and developments in retailing such as impact of globalisation, improved customer relationship management programs, multi-channel retailing, supply chain management, the use of the Internet to improve operating efficiencies and customer service, legal, ethical and corporate social responsibility issues.

Harvinder Singh and Srini S. Srinivasan in the book 'Mall Management: Operating in Indian Retail Space'(2012) have demystified various aspects of mall management. The evolution of retailing in India from Indus Valley Civilization (pre-historic civilisation) to the modern day scenario of metropolitan cities has gone through tremendous changes. Back then haat, on-foot hawkers, push-cart vendors, maniharins, mobile traders were the usual forms or retail. The book portrays how the flurry of new malls in India is changing the retail landscape of India at a phenomenal pace. With more than 260 malls in last five years, the Indian shoppers are developing new shopping habits. Malls are not only looked up

as a place for shopping but also as a destination for social gathering and entertainment. The book put forth a clear understanding of how an organised retail industry works.

Paco Underhill in the book 'Call of the Mall: How we Shop' (2009) puts forth the concept of 'retail therapy'. In modern day's scenario Mall is a symbol of modern life. People go there not just to buy but also to hang out, to eat out, watch a cinema or entertain their children. However, the glitz and glamour of the shopping malls are facing cut throat completion and sustenance is only possible with planning and successful marketing strategies.

Feinberg and Meoli (1991) have profoundly discussed how malls had become the main streets in the US and revolutionised the lives of the consumer. They have shown how malls fulfilled the function of retail, social and community centres. Extensive spread urbanisation and use of automobiles have been the main reasons for the US for the fast pace of mall growth.

Brunner and Mason (1968) have unfolded discussions, judgments and insights on the significance of household income and demographic factors as variables to growing shopping malls. They have also presented their findings with the help of statistics. This article considers the 'trade area aspects' of shopping malls by observing the importance of commutation time on customer behaviour.

Singh and Agarwal (2012) have identified the changing consumer taste, lifestyle, technology, propensity to spend and increasing disposable income as the reasons for the changes in India's retail scenario as it is migrating from unorganised to organised sector. The retail revolution is not just being witnessed by the metro cities but also the small cities/towns of India. With the rise in literacy rates, in-depth media penetration, FMCG companies reaching to the interiors of the country have helped to bridge the gap between the metropolitan cities of India and the tier II ad tier III cities of India. According to their study, "the present day consumers the meaning and significance of shopping and the shopping process has changed." The study also finds out that customers are getting attracted to shopping malls and the malls are targeting the middle-income group as the purchasing power of this team is increasing at a fast pace. People also consider

malls a better place to shop as prices are fixed, and they believe that they are not being cheated as there is no bargaining. With exciting offers and customer loyalty programmes, the malls are attracting a large number of customers.

Devgan, Deepak, Kaur & Mandeep (2010) have identified six factors as "Value for Money, Security of Information, Credibility, Customer Delight, Store Attractiveness/Charisma and Product Excellence". According to them, "the modern day customers give more emphasis on the factor 'Value for Money'. Comfort and Enjoyment have been equal importance by the customers." People while shopping in a mall take care of factors like security regarding payment and personal information. The layout of the mall and assortment of brands is also essential for the customers. Retailers around the globe are trying to provide best-in-class services and environment to their customers; this has led to the emergence of organised retailing. India, like its western counterparts too in undergoing significant socio-cultural changes, due to this reason the customers are attracted to the organised retail. The study has been conducted in four major cities of Punjab, i.e. Amritsar, Jalandhar, Ludhiana and Patiala. The organised retail sector is growing by leaps and bounds in India. Not just the metros, the smaller cities have also been engulfed in this mushrooming trend. The paper has tried to locate the factors that contribute to forming changing attitude of customers towards shopping malls.

Sikri and Wadhwa (2012) in their paper have put forward the various challenges acting as impediments on the way of growth. Problems like competition from international players, Unorganised supply chain management, High inventory cost, Lack of suitable retail space, implementation of different strategies according to diverse cultures, real estate issues, lack of trained human resources, fraud and challenges in logistics and infrastructure

Chugan and Mehta (2014) have shown the excellent growth potential in the retail sector, but the industry is still evolving with the little share of the organised retail. Concerning the political scenario which is facing fierce winds, the government of India in an early period of 2013 allowed fifty one percent Foreign Direct Investment (FDI) in multi-brand retail. Foreign Direct Investment

(FDI) is considered a significant source of capital infusion and plays a vital role in the economic growth of developing countries especially. FDI can surely provide India with a high-quality infrastructure which will boost up organised retail in the country. Liberalization in the retail sector and other such attempts have been made by the GOI (Government of India) to create a conducive environment to draw more Foreign Direct Investment in the growing economy of India. Being encouraged by these efforts by the Indian government and country's phenomenal growing 'organised retail explosion' many MNCs (multinational corporations) have started making a euphoric entry into Indian organised retail market. However, notwithstanding the opposition and debate against the government's verdict of allowing FDI in organised retail by local and small retailers. This article has also attempted to comprehend the positive and negative aspects with respect to opportunity and challenges of Foreign Direct Investments in the organised retail sector of India. The article has also explored the reasons for international brands to be aggressively investing in the Indian organised retail market.

Patel (2013) in his study across Ahmedabad has identified factors that influence consumer preference towards shopping consumer durables from retail malls. The study is descriptive and contained closed-ended questions. The study has found that factors like technology, specific cost-benefit, promotions, trust, socio-cultural and satisfaction with retail mall are highly relevant. Mall Layout preferences and demographic factors such as age, education, employment, income and family structure also impact significantly in the selection of a particular retail mall. The paper also puts forth the performance, challenges and prospects of the retail industry.

Kar and Sahoo (2007) have discussed the mall development phases in India, i.e. introduction, growth, maturity and decline. According to the study, 'Shopping Mall' is still at a nascent stage in India and is an emerging retail format. The paper also lays out the various bottlenecks concerning mall development in India like high prices of real estate, lack of investment options, lower occupancy in malls and low purchasing power as a demand constraint. The paper has analysed the retail scenario of 'malls' of the major cities of India. Also, the essential aspects of the real estate sector in India have been discussed. Role

and importance of the financial institutions of India towards this development process have been elaborated in the paper. The authors have also tried to explain the ideal mall design, tenant mix and positioning strategies concerning Indian consumers.

According to Kim and Kincade (2007) with growing populations, increased availability of products/goods and rising personal wealth the markets in India and China are becoming attractive. They have also become viable markets for popular consumer goods in the recent years. Appropriate 'market analysis' of the retail industry and prospective consumers in these growing economies can help retailers and other marketers to establish quite successful multinational market expansion strategies. The main aim of this study is to acquaint with the information regarding the 'retail institution' of growing economies of the world. Field observations supported with statistics were used to gather data and derive information about the retail format types. This data collected through survey was used to measure 'consumer store patronage'. The survey data shows that previous ideas about retail and consumer patronage behaviours are not supported across the three countries. High power 'retail strategies' for Chinese and Indian companies were discussed on the findings of the study. Ever since the venture of the first shopping mall 'Crossroads' in Mumbai in the late 90's, over four hundred and fifty popular shopping malls are under development or have opened in metropolitan/ large cities of India. Most of the Indian shopping malls are huge over twenty five mn. Sq. ft. of organised retail space offering a wide assortment under one roof. These shopping malls are targeting the 'emerging new middle of India' which is full of aspirations and has a high disposable income. Also, the young adults with increasing disposable income and similar shopping behaviour to that of the young population of developed countries like USA.

According to a study by Kuruvilla and Ganguli (2008) the organised Retail sector in India has witnessed noteworthy expansion since the last decade. In adding as a pillar of the budding economy, organised retail is one of the prime drivers with high growth course. This can be endorsed to the speedy development of shopping malls in India. This paper is prepared on the basis of in-depth interviews with practising global/Indian retailers, shopping mall management

teams and secondary data published in referred journals and government sources. The paper has identified several steps that a shopper follows before builds up a shopping mall. It lists the various sources of finances that a shopping mall can use and the different sources of revenue generation and expenditure.

Tanwar, Kaushik and Kaushik (2011) have in their paper had projected India in the second stage of retail evolution whereas China has already entered the diminishing phase. India has been known for its widely distributed unorganised retail sector. With the arrival of organised retail the entire retail sectoe is undergoing a massive makeover. According to a research undertaken by AT Kearney of the 'Global Retail Development Index' of 30 developing countries, the retail sector of India has bagged the glorious second place. According to this study, the organised retail which currently constitutes six percent age of the overall retail sales is projected to grow at twenty-five to thirty percent per annum. The concept of "Retail as Shopertainment" has come to the country only with the advent of shopping malls. Shopping Mall has attained the image of a 'one-stop shopping cum entertainment destination in most of the Indian cities. The study further states that a shopping Mall offers a set of 'homogenous and heterogeneous shops' adjacent to each other and a pedestrian lane. Shopping Malls have made it easy and approachable for shoppers to stroll from store to store devoid of intrusion from traffic. National Capital Region (NCR) offers the most and best of shopping malls in India compared to any other city. NCR is known as the mall region of India because of it large number of high-end shopping malls. In the present paper, an extensive effort has been made to critically study about the existing and recognised shopping malls in the NCR region. The challenges faced by the Indian retail segment and the probable solutions have also been discussed at length in the paper.

According to Kuruvilla & Ganguli (2008) 'Organised Retail' in India has seen remarkable growth in the last decade. The primary drivers of this stable extension can be attributed to the brisk shopping mall expansion in the country. Various available of financing avenues for a shopping mall and the sources of revenue and expenditure are also included in the study. By the findings of the

study, some suggestions are also put forth to enable a better relationship between tenant and mall management, and to ease the operational aspects.

2.2 Shopping Malls

According to (Pradan, 2003) and (Levy and Weitz, 2007)) shopping malls are one of the two configurations of the shopping centre, are typically “enclosed, with climate controlled walkways and parking in the outlying areas”. In addition to employees of mall stores and restaurants, shopping malls have an onsite staff operating the mall as a single business. The customer services, marketing, operations, and administrative positions in most shopping malls are described, focusing primarily on the supervisory tier. Job descriptions include the duties, education and training requirements, and pros and cons of each position. Besides, an examination is made of what management personnel like and dislike about working at a mall.

According to (Agnihotri, 2007) the shopping mall is usually designed and constructed by architectural engineers and interior designers with the intention of creating a similar 'mall experience' which is present internationally. The significant plan aspects kept in mind are to make sure a sense of shopping arousal at the entry of the shopping mall. Mind-blowing aesthetics, visual merchandising techniques are used to enhance visibility of the stores. Bright and colourful lighting with vibrant colours, broad aisles and ramps are indeed attractive. Factors like 'convenience, cleanliness and security' are handled with due care in a shopping mall. Safety and assistance is assured with the availability of CCTVs, a help desk, a floor map, adequate signage in atleast two languages. However, necessary facilities like restrooms, ramps and wheelchair assistance have to be made for the differently-abled shoppers.

Shopping malls exist for a variety of reasons that do not translate well into the online world. A successful shopping mall relies on easy access, plenty of parking and one or more anchor tenants - large, well-recognised stores that bring in visitors who then browse at the smaller mall stores. IT consultancy Cap Gemini has been helping clients to set up online retailing operations and has identified

several factors that are necessary for success in an online mall.The development of 'shopping centres' is a 'suburban phenomenon' brought about by suburban population growth between 1960 and 1990. Accessible road aided the population movement from the cities and in particular, freeway construction. Additionally, as noted by Moretti and Fischler (2001), the evolution of the shopping centre into a more significant, more diverse and an interesting public place is linked to the densification of the surrounding community. At first, the suburbs were bedroom communities that, over time, have become denser and to varying degrees partially independent entities. This feature is accompanied by places of employment, schools and colleges, entertainment venues and commercial development. For even larger population concentrations, this has resulted in the formation of 'polynucleated metropolitan areas' - 'technoburbs' (Fishman, 1987) and 'edge cities' (Garreau, 1991).

Swartz (1979) in his study has noted that support for the development of shopping malls to provide 'focus and identity'. This was a potent combination of forces capable of 'changing zoning and directing road construction'. Undoubtedly, the use of shopping malls as 'town centres' (Lowe, 2000) will pose challenges to the planning community of the state and the allocation of future public infrastructure investment. Accompanying this development planning and the emergence of the shopping mall as the 'new village centre' (Roulac, 1996), shopping malls also provided a 'central meeting place'. In more recent years shopping malls have added a' range of additional services' including multiplexes, restaurants, libraries, day-care centres, municipal services, and other uses. 'Diversification of the shopping mall' tenant base not only provided needed community services but generated additional mall traffic which supported existing retail activity.

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paper has analysed the retail scenario of ‘malls’ of the major cities of India. Also, the essential aspects of the real estate sector in India have been discussed. Role and importance of the financial institutions of India towards this development process have been elaborated in the paper. The authors have also tried to explain the ideal mall design, tenant mix and positioning strategies concerning Indian consumers.

Tanwar, Kaushik and Kaushik (2011) have in their research paper have presented that India is in the second phase of retail progression whereas China has already entered the declining stage. The study puts forth a strong association between tenants and the mall operation/management team.

'Shopping malls' contribute to business more considerably than traditional markets. The reason for this is because organised retail accounts for its sales and through taxes and organised employment helps building up the economy. However, traditional markets are basically a simple ‘junction of supply and demand'. Shopping malls attract buyers and sellers in an organised manner. Malls draw customers and give them a pleasant ambience and time to choose the product that they want. Undoubtedly, it provides recreational activities which ease the stress of a mundane activity like shopping into a fun-filled family affair. However, competition between shopping malls, blocking of traditional markets and usual shopping centres has led shopping mall developers and organisation to consider other methods to build enthusiasm in clientele. This study examines the force of rising overcrowding of shopping malls in metropolitan areas and the way shopping malls had added convenience to shopping activity and changed the shopping behaviour of a shopper. On the basis of survey, interview of urban shoppers, the study has put forth a model of 'cognitive attributes' of the shoppers towards magnetism of shopping malls' and strength of shopping'. The results of the study portray that the ambience/atmosphere of shopping malls, an exciting and useful assortment of stores, valuable sales promotions activities and profitable deals in the shopping malls draw higher customer traffic to the shopping malls.

2.3 Assortment of Stores in a Shopping Mall

According to (Prayag, 2006) the foremost aspects of the triumph of a shopping mall is the ideal combination of tenants. However, since most of the shopping malls are being fashioned as ventures of realty sector, they do not work on the crucial aspect of tenant-mix, which eventually decides the success of a shopping mall. The lacunas in the existing model leads to several problems in the future course of the shopping mall**.** This leads to vacant shopping malls hosting magnanimous opening which leads to potential struggle that could have an effect on the reputation and thereby long-term feasibility of the shopping mall.

Customers' choice of shopping centres, both for visiting and purchases is determined, mainly, by the assortment of retailers and service units. Therefore, optimising the mix of goods in a shopping centre is the primary strategy for the success of a centre. An optimal assortment of products and services requires complementarily and synergy among tenants so that their success as a whole is greater than the sum of individual accomplishments. According to the available studies, (Martin, 1982: Brewer, 1997) the goals of a shopping center are - Meeting the need for variety and/ or depth and magnetism among a high proportion of clients in the attraction region.

There hasn't been identified an ideal mix of tenants and no formula that can be used to achieve perfect synergy between retail units and service providers (LeHew and Fairhurst, 2000). It is considered that to be successful, the mix of tenants must be, at the same time, heterogeneous and homogeneous. Each tenant must provide a unique product or service concerning the others (Aickelin, 2002).

Shopping centre customers may be attracted by the variety of retail formats or the width and depth of the merchandise assortment sold. For a shopping centre to reach the best possible positioning, it is advisable that its management consider both cases, but decides by the shopping centre intended positioning. As the number of stores in a category increases, the revenues of each store increase. However, after a certain level the benefits begin to diminish or even become negative when stores get to compete with each other, and the sales per square meter decrease (Mejia and Eppli, 1999).

The selection of retailers of shopping centres is a very laborious and complicated process. The difficulty emerges from the need to consider, in addition to competitors - other commercial centres, shopping areas and independent shops, the interactions between the stores of the same centre. Moreover, it must be noted that consumer preferences keep changing, and getting relevant and accurate information about their attitudes is difficult.

Literature includes several efforts to determine the optimal assortment of stores of a shopping centre. Thus, if the trade area comprises a large and heterogeneous population, it is considered that the shopping center could include department stores beside specialized retail units; where the trade area consists of a small but wealthy people, the center will have to add more fashionable clothing and shoe stores, while a large trade area, but with modest incomes, will require a large variety of shops and several department stores. Also, the ratio between the space allocated to the anchors and that of the other residents must be 1:1. For this reason, larger centres will have several anchors (Martin, 1982). Another study confirms that small shops can be seen as complementary and not competitors to the larger ones, the existence of one or more large stores significantly and positively influencing sales per square meter of the small shops (Mejia and Eppli, 1999).

Other authors create models for adding, removing and restructuring fashion stores, proving that their sales and profits are directly correlated with the number of anchors, but also with their location within the centre (Anderson, 1985). There are also models that try to establish the optimal number of tenants in each category, their size, and their location in a mall, taking into account the interactions between the tenants of the same type (Bean, Noon, Ryan and Salton, 1988). Several other authors have created models for determining the ideal mix of goods that can be sold, taking into account consumers' preferences for a particular anchor, for different tenants, and the likelihood of shopping in these retail units (Bruwer, 1997).

The optimisation of the tenant mix of a centre can be achieved in three main ways: the centres can opt for the strategy of diversification, conservation or

confinement, taking into account their Performance, changes in the competitive situation and preferences of the target market. In case of traditional shopping centres, including regional centres (malls), community centres and proximity ones, the strategies adopted are conservation or diversification. The tenant-mix optimisation is determined by the fact that the principle guiding their work is satisfying a large number of needs and desires of purchasers ("everything under one roof"). For specialised centres (factory outlet centres, retail parks, theme centres), as their name suggests, the strategic option is to restrict certain categories of products or customer segments. Regarding the quality of the component units, of their offer and the ambience, strategic options include adaptation, stability and differentiation from competitors. It is also needed to take into account the characteristics of the target segments of buyers. Thus, shopping centres can opt for positioning on luxury segments (e.g. "lifestyle" centres or theme centres located in airports), premium (Shopping City), medium (Polus Center, Iulius Mall), economy (Militari Outlet) or minimal ("bazaar").

Depending on the degree of innovation of the mix of tenants, products and services, the following opportunities are emerging: assimilating new types and individual units, maintaining or improving existing retail units. Examples of improvement of the existing mix of tenants are displayed by all shopping centres when seeking for new tenants to lease their vacant spaces. Typically, changes should not affect the types of existing stores, only the retail brands within a category.

Assortment strategies in a shopping centre can be classified as well according to the purpose of the enterprise. It may be identified, according to this criterion: selection strategies, which consist of selecting the most profitable customer segments and markets and growth strategies, pursuing business expansion.

Since last few years (Singh, 2005)Shopping Malls are also becoming one-stop shops for the brand conscious shoppers . Shopping Malls are dwelling places of mush sorted and favourite brand like Pantaloons, ALDO, Hidesign and high end designer boutiques. Even in the segment of clothing and accessories a wide

range of Indian and foreign brands are available. Such a wide assortment gives an array of choices for the shoppers. A perfect amalgamation of unbranded and branded store offers a good value for money for the shoppers. The food courts offer an excellent mix of traditional cuisine and international food joints like Baskin Robbins.

The literature also presents the following actions, which are substantially identical to those derived from the Ansoff matrix (McGoldrick, 2002): the current proposal, new stores and services inserted in the mall to better exploit existing market segment, new channels (virtual shopping centers or catalogs), a creation of new shopping center formats adapted to new target segments, geographic development by entering new markets (municipalities, regions), an approach of new customer segments. Whether managers of shopping centres accept to implement these strategies depends on the expectations, profitability and risks involved by each of them. In deciding to approve retailers in a shopping centre, its management can have a reactive or a proactive approach. The passive approach means that the market (tenants and competitors) drives the mix of tenants. This refers to the fact that they were shopping centre managers take into account various aspects such as the interest of potential tenants, competitors offer or the desire to have a higher degree of occupancy. Reactive attitude means that shopping centres managers efficiently determine the rental process, by taking into account buyers' characteristics, as they are revealed by official statistics or by the market researchers and use their experience.

There are many obstacles and difficulties in developing and maintaining an optimal mix of tenants. Developers rely more on experience or intuition and therefore may make errors in selecting the best location or in establishing centre's size, design and configuration, anchors and other shops or service providers or in drafting contract clauses. Other causes, external to shopping centres, which make more problematic developing and maintaining a competitive mix of tenants, are represented by increased competition from newly formed shopping centres and modernised ones, but also by the global economic crisis of recent years.

Store placement within shopping centres Tenant placement within a shopping centre is another strategy that can help boost visitors' traffic to all the shops and, as a result, their financial success and of the shopping centre as a whole. Its achievement depends, generally, on the experience and wisdom of a shopping centre owners and managers. About location allocation within malls, there are certain conducts the have become "golden" rules in the field. Among them, there may be included the following (Brown, 1992) - Anchor stores should be located at opposite ends of the mall, or in the corners of an L-shaped mall - equidistant from the centre, at sufficient distance from the main entrance; - Anchor stores must be located at a distance considerable enough from the gates to ensure traffic for smaller stores; - Within a linear regional centre with three anchors (regional hub), the main one will be located in the middle and the other two at the ends; - Smaller stores should be established between the anchors; - Restaurants must be separated from clothing stores; - Pet shops and dry cleaners must be located at greater distances from food stores; - Central alleys must be dedicated to spontaneous purchases, while the secondary ones to service units because they are shopping destinations by themselves; - It must be avoided, if possible, to build dead-end alleys because they inhibit the free movement of consumers;- To ensure uniform distribution of the buyers in the centres with multiple levels via Escalators and food court sites. From tenants' perspective, the factors considered significant in the selection of a centre and of a location within are represented by visibility and traffic, and the least important is accessibility and level of support offered by the centre management (Forgey, Goebel and Nixon, 1995). Regarding traffic recorded, high traffic areas are those between the anchors but located approximately in the middle of the shopping centre. Stores in a shopping centre have different degrees of dependency on location and traffic generated by other stores.

Thus, for some (e.g. banks, cleaners), moving in a high traffic area does not affect sales, while for others (jewellery) benefits can be substantial (Carter, 1995). For the smallest shops, fashion ones, sales decrease with distance from the centre of the mall (Carter and Vandell, 2005).

2.4 Ambience in a Shopping Mall

According to (Tiwari & Abraham, 2010) in today's time customers not only assess the value of the products and assortment offered by a shopping mall, rather they are more concerned about the ambience in the form of intangible aspects inside the shopping mall, like colour inside the mall , environment, scent, lighting and music. Plentiful studies focus on the same dimension i.e. the significance of the atmospherics. According to (Ghosh et al., 2010; Goel & Dewan, 2011) in the context of Indian organised retail, a lot of emphasis is given to ambience of a Shopping Mall. A study by Patel and Sharma (2009) explores that consumers not just look for tangible goods or services. They also seek gratifying non-tangibles benefits like a pleasant ambience that enhances their shopping experience. (Srinivasan & Srivastava, 2010)in their paper have emphasised on the idea that it is the responsibility of the mall management teams to provide the Indian customers with a positive shopping experience by enhancing the overall aesthetic appeal of a shopping mall. A lot of innovative ideas can be used to upgrade the visual merchandising. According to (Goel & Dewan, 2011) Indian customer wants shopping to turn to be a hedonic activity i.e. pleasurable. Although, most of the Indian find shopping to be mundane chore, as the existing shopping places are not able to provide an engaging shopping experience. The entire above mentioned studied have explores and enhance the existing research on the various aspects relating to the ambience of a shopping mall. For some of the customers, a great product purchased bring the customer delight, while for some it is the 'Shopertainment aspect' i.e. entertainment while shopping that excites and brings satisfaction.

According to (Ezeh and Harris, 2007), various ambience factors like as music played inside shopping mall, fragrance/smell, and lighting have a positive impact on the consumer buying behaviour. The degree of impact of each suc factor can be studied to identify the cause and effect relationship. The influence of the service-scape on 'consumer behaviour', 'decision making', and 'service evaluations' has been studied in retail environments (Zeithaml et al., 2006; Turley and Milliman, 2000). According to a study by Kwortnik and Ross (2007) 'experiential product' infuses tangible attributes i.e. something that has influences

senses of a customer. Also such products have intangible attributes like symbols that create a shopping experience fun-filled and exciting for the customer. According to (Bitner, 1992; Pullman and Gross, 2004) for the success of experiential merchandise, a well-designed service-scape establishes the ideal framework in which the service is performed.

(Bell, 1999; Frasquet et al., 2001) in their respective studies have identified five widespread atmospheric elements that influence customer behaviours. These elements are 'ambience, colour, décor, layout and music'. Ambience is undoubtedly one of the most critical as it creates the whole shopping environmental that can deteriorate a shopping experience or enhance it multi-folds. Also, several studies like (Wakefield and Baker, 1998) have reported that atmospherics kindle 'consumer excitement' at a shopping mall.

According to a study by (Cronin and Taylor, 1992; Zeithaml, 2006) the factors relating to ambience also encompasses non-structural essentials of the retail environment for example scent, music and lighting). The variables have a significant impact on the consumer's behaviour. According to yet another study by Baker et al., (2002) ambience and design and store layout form part of variables that stimulate human behaviour in a shopping mall.

2.5 Parking Arrangement in a Shopping Mall

According to Khattak & Polak (1993) in many urban centres, the demand for parking increases sharply before Christmas mainly due to shopping activity — causing parking congestion. One way to ameliorate such congestion is by disseminating parking information. Informed drivers may divert to relatively under-utilised parking facilities relieving the pressure on full facilities.

2.6 Facilities (Entertainment-related and Convenience - related) in a Shopping Mall

Bloch et al., (1994) have examined the effect of mall's 'physical environment' on consumers' emotional states and found that malls were viewed by

consumers as a place not only for shopping but also for other activities, such as entertainment. Sit et al., (2003) in their study have found that “entertainment is pivotal to shopping centres because it induces an exciting and fun-filled shopping experience, which in turn could entice consumer patronage”.

2.7 Safety and Security Provisions in a Shopping Mall

According to Yuksel (2007) has identified the potential for shopping to develop into a tourism resource. This depends largely on the quality, attractiveness and safety of the environment involved. Perceived and actual risks associated with shopping while on vacation are likely to place serious constraints on tourist's shopping behaviour.

2.8 Socialisation Aspects in a Shopping Mall

The 'identity of the shopping mall' as a 'public or central meeting place' for a community to interact with 'social, economic or political issues' is limited. (Staeheli and Mitchell, 2006) In the community access to the shopping mall owners and managers have to be consistent with the mall's primary function: increasing consumerism.

The existing research on 'shopping mall development and redevelopment' can more comprehensively address the 'significance of malls' to the surrounding communities in which they are situated or located. Most of the existing research on shopping mall focuses on lease formats and its valuation and tenant-mix. The most left out area include the social, economic and welfare contribution of a shopping mall to the retailers, communities and the economy. These are essential areas of discussion as with the spreading of shopping mall several such problems will arise that can disrupt the identity of shopping malls. This paper delves into the significant role of shopping malls as town centres and medium for urban/sub-urban area progress. The paper demonstrates the society benefits and financial explanation for community support for shopping mall restoration. Thereby the

study offers a dependable and methodical device for quantifying the benefits of mall restoration to the society.

Shopping malls have made a considerable impact on both customers and the society. Underhill (2004) determined that more than 1,175 are 'regional enclosed malls'. Roulac (1994) has found two significant factors concerning retail real estate. Firstly, that the retail real property is subject to an in progress fundamental changes, precisely, from a convergence of financial forces, upcoming demographic trends, changing consumer preferences, technological advances. And secondly, that the role of place has an undeniable impact on the character of the retail economic activity.

James (2006) cited the increasing 'expansion and renovation' of existing centres and the decreased interest in the development community to build new shopping malls. The reason for redevelopment and declining construction of modern malls is that consumers are, for the most part, adequately served by existing malls. For communities, other benefits from upgrading and expanding a shopping mall include increased employment; economic multipliers created by mall sales, blight removal, community stabilisation and benefits of construction-related expenditures. Individual mall square footage, the number of stores and retail composition of a shopping mall reflects a 'distinct relationship' responsive to the community and trade area that a mall serves.

In a study (Musil, 2001) Public development officials on a national level unanimously identified 'retail as the most desirable form of development' for their communities. This is because the economic multipliers derived from retail growth are quite lower than that of other industries like manufacturing etc.

The recognition of community and economic (multiplier) contributions of shopping malls asks for further research and attention as a distinct shopping mall research typology. The community and financial linkages and the classification of shopping centre research are comprised of the town centre/ community, mall economic and employment impacts and mall tourism and special events impacts. Warnaby and Medway (2004) noted in their article, the position of 'place marketing' as a cut-throat retort by 'town centres to out-of-town retail

developments'. The purpose of retailing in the 'marketing of towns and cities' has been largely neglected or perceived as a secondary or supportive activity. The research from the British Council of Shopping Centres on the growing importance of retailing to urban regeneration stated that: 'the promotion of towns and cities as 'retail destinations' to actual and potential shoppers is a crucial subject neglected by both academics and place marketing practitioners'.

As per the study by (Kuruvilla & Ganguli, 2008) Shopping Malls offer an extensive assortment of shopping experiences and have amazing offerings for one and all in the family. Bansal and Bansal (2012)have found in their study that consumers of Chandigarh visit shopping malls because of the accessibility of diverse brands in a single place. According to (Mitra, 2006) due to the vast range of shopping options and activities available, shopping malls have become an attractive place for family outings. From discount store to amusement facilities, from high end stores to play zones, a shopping mall has offers for all age groups. The families can spend time together by shopping together and watching movies together. (Kuruvilla & Ganguli, 2008; Mitra, 2006). A noteworthy opinion by (Srivastava, 2008) states that one of the most distinguishing trait of most of the shopping malls in India is that Indian malls have a amalgamation of high-value stores and mass brands. According to (Arora and Rahate, 2008) for affluent Indian customers shopping mall has become leisure-time activity than a need-based activity.

Feinberg and Meoli (1991) have profoundly discussed how malls had become the main streets in the US and revolutionised the lives of the consumer. They have shown how malls fulfilled the function of retail, social and community centres. Extensive spread urbanisation and use of automobiles have been the main reasons for the US for the fast pace of mall growth.

2.9 Demographics influencing Shopping Malls

According to (Singh, 2005; Mitra, 2006) in many ways, shopping malls reflect the condition of the social and economic development of the society. Lifestyle changes like growing young population in the customer base, increasing

disposable income, occupied work life, more women working outside home etc. has significantly led to creation of shopping malls in the urban areas. Due to this changing lifestyle people want a common place where they can shop and spend leisure time with family, away from the menace of traffic and parking issues. Food is also available in the food courts and restaurants**;** therefore, uninterrupted shopping can be done without the rush of getting back home and preparing meals for the family. Also, with the customers increasing purchasing capacity and the growing focus on value proposition rather than the price of the product/service. This has undoubtedly fostered the burgeoning of shopping malls in urban cities.

According to a study (Hui E.C.M. et al., 2016) critical factors of the shopping mall have been determined with the use of ranking analysis and factor analysis. With the use of cluster analysis customers are categorised into three segments. Each segment shows the importance of factors respective to diverse customer segments. Also, correspondence analysis is conducted to explore the association between customer segments and customer demographic characteristics such as gender, occupation, age and income. This research paper projects the relationship between customer demographic characteristics and their effect on the critical factors of the shopping mall.

Brunner and Mason (1968) in their study have shared valuable opinions on the influence of household income of the shopper on the consumer behaviour. They have also opined that variables like demographics and such similar variables have a deeper impact on the shopper's behaviours. This research paper has statistically drawn a relation between the discussed variables and helped in analysis of trade area development. Also, travel time plays a significant role in determining consumer behaviour.

Singh and Agarwal (2012) have identified the changing consumer taste, lifestyle, technology, propensity to spend and increasing disposable income as the reasons for the changes in India's retail scenario as it is migrating from unorganised to organised sector. According to their study for the present day consumers, the meaning of shopping and the shopping process has changed. The retail revolution is not just being witnessed by the metro cities but also the smaller

towns of India. Increase in literacy rates, exposure to media, penetration of the companies to the interiors of the country have led to a narrowing of the gap between the metros and the smaller cities. The study also finds out that customers are getting attracted to shopping malls and the malls are targeting the middle-income group as the purchasing power of this team is increasing at a fast pace. People also consider malls a better place to shop as prices are fixed, and they believe that they are not being cheated as there is no bargaining. With exciting offers and customer loyalty programmes, the malls are attracting a large number of customers.

Patel (2013) in his study across Ahmedabad has identified factors that influence consumer preference towards shopping consumer durables from retail malls. The study is descriptive and contained closed-ended questions. The study has found that factors like technology, specific cost-benefit, promotions, trust, socio-cultural and satisfaction with retail mall are highly relevant. Mall Layout preferences and demographic factors such as age, education, employment, income and family structure also impact significantly in the selection of a particular retail mall. The paper also puts forth the performance, challenges and prospects of the retail industry.

2.10 Promotional Activities in a Shopping Mall

Shopping Mall Promotions are an aggressive and round the year activity. Shopping Mall promotions these days are a recurrent sight in shopping malls as the tenants themselves organise various promotional events like ‘Funky Friday’ etc. According to (Parsons 2003) Shopping Malls occasionally conduct 'themed events' particularly during festivals. Exhibitions by artisans, publishers, various celebrity promotions during movie launches etc are conducted on regular basis to increase the footfalls. Still there is a dearth of sufficient literature to relate the successful conduct of promotional activities and increase in retail sales at a shopping Mall. However, such promotional help in creating brand visibility and brand association which can be instrumental in boosting up a retail sales. With conducive planning and strategy the response to promotional activities can surely

help in boosting retail sales. According to (Ailawadi et al., 2009; Parsons, 2003) Shopping Mall promotional activities can be categorised into 'entertainment-based promotion' and 'price-based promotion'. Price based promotions include offers like Gift-with-purchase, gift hampers/gift-voucher, contest/competitions and raffle tickets/lotteries**.** According to shows (Haynes & Talpade, 1996; Lehew & Fairhurst, 2000) entertainment-based promotions consists of festival functions, exhibitions etc. Promotional activities if tactically designed can create shopping stimulation/thrill for shoppers. Studies according previous researchers like (Wakefield & Baker, 1998) and (Haynes & Talpade, 1996; Parsons, 2003; Wakefield & Baker, 1998) have found that pleasure and arousal, (i.e., consumer excitement) can lead to stronger yearning to stay at the shopping mall and to come back to the shopping mall yet again in future.

2.11 Preference for a Shopping Mall – Shopping Mall Patronage (Loyalty)

Researchers on ‘shopping mall patronage’ created models to establish patronage for shopping areas using several measures, such as distance, people density i.e. sq. footage of organised retail space(Brunner and Mason, 1968). According to Huff and Rust (1984) “retail gravity model”, provides a comprehensive method for determining ‘mall patronage’ based on the principle of cost (accessibility) versus utility (size)”. According to Moore and Mason (1969) who studied on the evolving concepts of organised ‘retail centre patronage’, the reliability of these gravitational models have been reported With respect to other approaches to studying ‘trade area analysis’ based on the concept of distance and space. The researchers found that shoppers the ‘retail centre patronage decisions’ is similar with the shoppers having same/similar incomes. Also same/similar educational levels and occupations have an impact. Further studies on this field emphasised on the ‘subjective factors’ such as ‘shopping mall image attributes’ and ‘deep rooted consumers’ shopping motives’. Wakefield and Baker (1998) examined the association between the shopping mall attribute - tenant variety, mall environment and shopping involvement, on shoppers’ excitement/desire to stay at the shopping .This study helps in understanding the factors that play a

dominant role in understanding the excitement creating factors at a Shopping Mall. According to Hunter (2006) also the image of the Shopping Mall evidently influenced patronage of a Shopping Mall.

Further, LeHew et al. (2002) have enhanced the 'loyalty concept' and have studied shopping mall attributes that influenced ‘shopper loyalty patronage’ of shopping malls. Also, Zhuang et al. (2006) have studied the effect of ‘situational variables’ on customer’s buying decisions.

Much of the shopping mall research looks at customer satisfaction and customer loyalty. Many aspects of mall marketing and management are said to affect satisfaction and commitment, and they include customer service (Kursunluoglu, 2014); facilities management (Hui et al., 2013), crowding and the impact of mall kiosks (Kim and Runyan, 2011; Runyan et al., 2012) and the effect of specific store loyalty on mall loyalty (Rabbanee et al. , 2012). Other researchers have examined excitement at the mall (Wakefield and Baker, 1998), the impact of entertainment (Sit et al., 2003), the effect of mall atmosphere (Massicotte et al., 2011; North and Kotzé, 2004; Turley and Milliman, 2000) and enjoyment of the shopping experience (Hart et al., 2007). The quest to understand the impact of the mall on consumers continues unabated.

2.12 Research Gap

On the basis of this study the following research gap was identified -

- There is no ideal model to study the variables that can help to assess the success of a shopping mall.
- There is a lack of research which realises the joint effort of mall management team and retailers to achieve success for a shopping mall.
- There is a dearth of literature with respect to measuring customer's satisfaction index with respect to organised retail property like a shopping mall.

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CHAPTER 3

RESEARCH METHODOLOGY

'The secret of success is to know something nobody else knows.'

– Aristotle Onassis.

Research Design forms the heart and soul of a PhD Thesis. This chapter presents an overview of the research strategy used in the study, the objective of the study, hypothesis and research design.

This study is primarily basic business research. According to Zaikmund et al. (2013) a business research is the application of the methodical process in penetrating for the reality about industry phenomena. Basic business research is conducted not with a specific organisation in mind. It attempts to expand the limits of knowledge in general. These activities include defining trade opportunities and trouble areas, generating and analysing substitute plans of action. Business research is additional than conducting customer surveys. This research is designed to facilitate the managerial decision making for operational, marketing and human resource aspects of Shopping Mall Management in Rajasthan. Nevertheless, it is significant to note that research is a support to managerial decision making, never a alternative.

3.1 Defining Research

Research *means* "to search again". The team connotes "patient study and scientific investigation". Research isn't performed to support preconceived ideas but to test them.

According to Frascati Manual, "Research comprises creative work undertaken on a systematic basis to increase the reserve of knowledge, including knowledge of man, culture and society, and the use of this reserve of knowledge to devise novel applications." This manual provides the basis on which the OECD collects and publishes statistics on the various Research & Development expenditures and personnel for all OECD countries and major economies of the world.

According to the renowned academician and writer Martyn Shuttleworth, the broadest definition of research includes "any gathering of data, information and facts with the aim of advancement of the body of knowledge."

Another elaborative definition of research by Creswell defines Research as, "a process which includes steps used to collect and analyse information to increase the understanding of a topic or issue." It primarily consists of three steps: Create a question, collect data necessary to answer the question, and present a suitable/valid answer to the question.

Problem Identification

1. Most of the Shopping Malls in Rajasthan are not fully occupied by the retail tenants. Lower occupancy rate may affect the long term sustainability of the Shopping Malls. Though the researcher wanted to evaluate the financial statements and operational reports of the functional malls but the owners of malls declined sharing these documents.
2. Shopping Malls are ideally a one-stop solution to shoppers needs. But in the context of Rajasthan these shopping malls are not offering an ideal Assortment of Stores.
3. Jaipur and Kota are two cities in Rajasthan which are witnessing a huge influx of people across the country; still these cities do not offer an urban shopping experience, which might be serious problem in the years to come.
4. Rajasthan is a hot-spot for tourists but it does not cater to the needs of tourists through an organised shopping platform like a Shopping Mall.

3.2 Objectives of the Study

The role of organised retail contributes substantially to the growing consumerism that has started gripping the people of tier II and tier III cities of Rajasthan. This research work aims to study shopping malls not just as 'a place for shopping' but also as a 'product of real estate'. The study focuses on the main characteristics of shopping malls and how these features play a dominant role in influencing customers towards organised retail. Therefore, the purpose of this study is divided into the following sub-objectives:

1. To **find out the market segments that should be served** i.e. the demographic factors which play a role in determining the customer's preference for shopping malls.
2. To **assess and determine the key Shopping Mall attributes** in a shopping mall (e.g. assortment of stores, ambience, parking arrangement, facilities (related to convenience and entertainment, safety and security provisions, socialising aspect and promotional activities)
3. To evaluate the **problems of shopping malls** in Rajasthan on the basis of customer responses.
4. To **explore and identify the ideal tenant-mix** for the success of shopping malls of Rajasthan on the basis of customer's responses.

This study has been undertaken to reduce uncertainty with respect to problems faced by the shopping malls in Rajasthan and their prospects in the organised retail scenario of Rajasthan. This study will help industry associations, mall managers and retailers to focus on decision-making by problem identification based on customer responses.

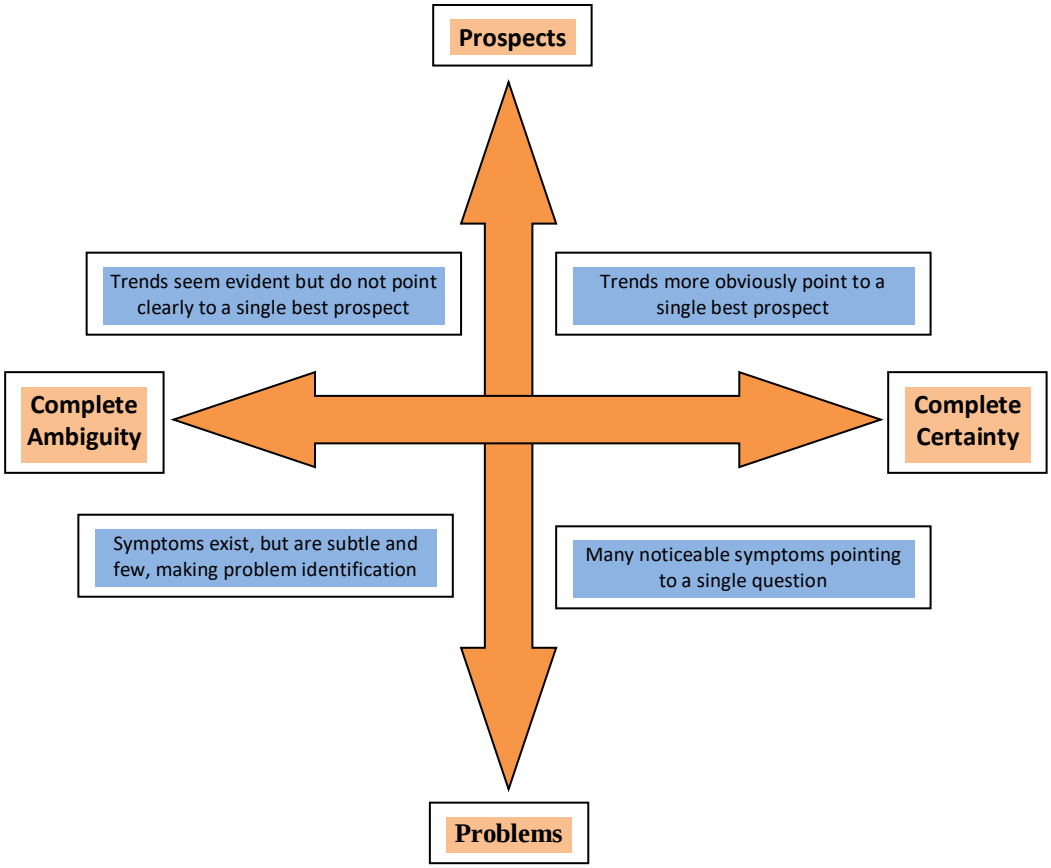


Fig. 3.2 Decision –making situations

Source: Business Research Methods by Zaikmund et al. (2013) pp.55

3.3 Hypotheses of the Study

Table 3.3 Hypotheses of the Study

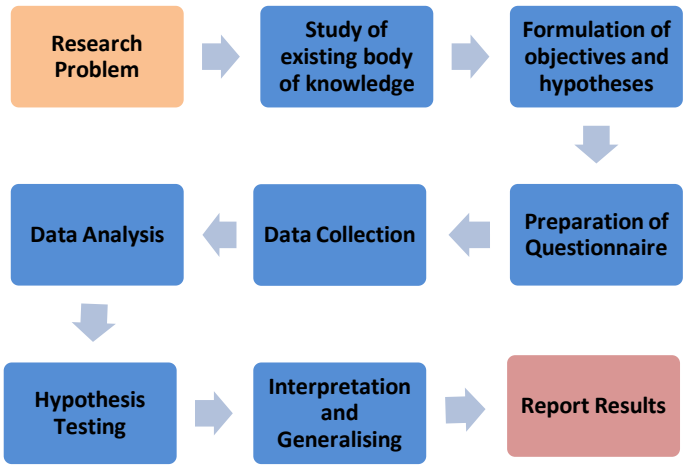
No.	Hypotheses
1	**H_{01}** – There is no significant difference in the preference for Shopping Malls with respect to demographic variables.
	H_{a1} - There is a significant difference in the preference for Shopping Malls with respect to demographic variables
2	**H_{02}** – There is no significant association between the assortment of stores within a shopping mall and customer's preference for a Shopping Mall.
	H_{a2} – There is a significant association between the assortment of stores within a shopping mall and customer's preference for a Shopping Mall.
3	**H_{03}** – There is no significant association between ambience of the shopping mall and customer's preference for a Shopping Mall.
	H_{a3} - There is a significant association between ambience of the shopping mall and customer's preference for a Shopping Mall.
4	**H_{04}** - There is no significant association between parking arrangement in a Shopping Mall and customer's preference for a Shopping Mall.
	H_{a4} - There is a significant association between parking arrangement in a Shopping Mall and customer's preference for a Shopping Mall.
5	**H_{05}** - There is no significant association between facilities available at a shopping mall and customer's preference for a Shopping Mall.
	H_{a5} - There is a significant association between facilities available at a shopping mall and customer's preference for a Shopping Mall.
6	**H_{06}** - There is no significant association between safety and security provisions at a shopping mall and customer's preference for a shopping mall.
	H_{a6} – There is a significant association between safety and security provisions at a shopping mall and customer's preference for a shopping mall.

7	**H_{07}** - There is no significant association between the role of Socialising at a shopping mall and customer's preference for a shopping mall.
	H_{a7} -There is a significant association between the role of Socialising at a shopping mall and customer's preference for a shopping mall.
8	**H_{08}** - There is no significant association between Promotional Activities at a shopping mall and customer's preference for a shopping mall.
	H_{a8} - There is a significant association between Promotional Activities at a shopping mall and customer's preference for a shopping mall.
9	**H_{09}** - There is no significant impact of Shopping Mall Attributes on customer's preference for a shopping mall.
	H_{a9} - There is a significant impact of Shopping Mall Attributes on customer's preference for a shopping mall.

3.4 Research Methodology of the Study

Research Methodology is a systematic way that defines way to solve a research problem of any field of study. Research begins with a question, and research methodology paves the way to find answers to that question most scientifically and systematically. The research methodology followed in the study is illustrated below:

Figure 3.4.1 Scientific Research Method



Source: Research Methodology by P.R.Majhi and P.K.Khatua (2013)

Table 3.4 Snapshot of Research Methodology

Research Type	**Exploratory and Descriptive**
Universe	**Urban Population of Jaipur, Jodhpur, Udaipur, Kota**
Target Population	**Shopping Mall goers**
Sampling Technique	**Probability Sampling Design (Simple Random Sampling)**
Sample Frame	**Jaipur, Jodhpur, Udaipur, Kota**
Sample Size	**372 respondents**
Data Collection Tools	**Semi-structured Questionnaire and Observation**
Statistical Analysis Tools	**Parametric Tests – One-Way ANOVA, Correlation and Multiple-Regression**

Source: Own Compilation

3.4.1 Variables taken in the Study

On the basis of the objective and review of literature with reference to global and Indian context, the following variables were taken in the study.

- **Dependent Variable**

  The Dependent Variable (DV) of this study is**: Customer Preference for Shopping Malls**

  Sub-components of Dependent Variable:-

  1. Frequency of purchase (purchase at every visit)
  2. Frequency of Visit (once a week)
  3. Excitement to visit
  4. Recommend a friend/family/colleague to visit a shopping mall (Mall Patronage)
  5. Time spent per visit (2-4 hours)

6. Distance as a deciding factor for visit
7. Enhancement in shopping experience
8. Shopping Malls are better than traditional markets
9. Shopping Mall visit is a social activity
10. Enhanced customer handling and service at a Shopping Mall.

- **Independent Variable**

Following are the independent variables taken in the study.

1. Demographic Factors (Age, Gender, Age, Marital Status, Occupation, Income, Family Structure
2. Assortment of Stores
3. Ambience of a Shopping Mall
4. Parking Arrangement in a Shopping Mall
5. Facilities in a Shopping Mall(Entertainment-related and Convenience-related)
6. Safety and Security Provisions in a Shopping Mall
7. Socialisation Aspect
8. Promotional Activities

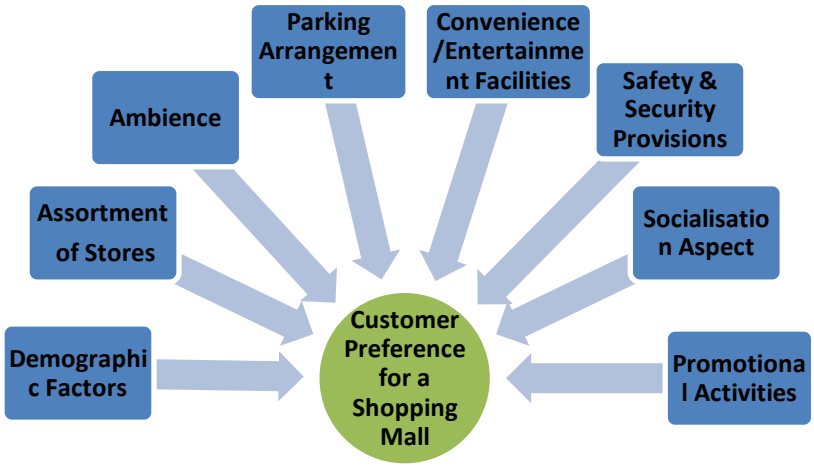


Figure 3.4.2 Variables used in the Study

Source: Own Compilation

3.5 Scope of the Study

Retail, both organised and unorganised plays an integral and inevitable role in one's daily life. Rajasthan has been a haven for heritage tourism and traditional shopping. Any time of the year, the traditional markets have been bustling with the city dwellers or the tourists. However, with the advent of the Shopping Malls, which are the epitome of organised retail in India, the urban and retail landscape of the prominent cities of Rajasthan are witnessing massive changes. Though change is inevitable, it has to be monitored to foster the perfect blend between the traditional markets and the modern shopping malls. Indian Retail is generating considerable attention within the country and overseas. A noteworthy proportion of this extraordinary retail development is fuelled by the youth (teenagers and young couples) of the country. Therefore, it is of paramount concern to the retailers and academic circles alike to recognise the consumer dynamics following the newly evolved spending culture. The present study aims to explore if demographic factors like shopper gender and shopper age influence the preference for shopping malls.

3.6 Universe of the Study

According to OECD, "the population or universe represents the entire group of units which is the focus of the study. Thus, the population could consist of all the persons in the country, or those in a particular geographical location, or a particular ethnic or economic group, depending on the purpose and coverage of the study. A population could also consist of non-human units such as farms, houses or business establishments."

Table 3.6.1 City-wise break-up of respondents taken in the study

City	No. of respondents
Jaipur	127
Udaipur	118
Jodhpur	51
Kota	76
Jaipur	**372**

Figure 3.6 Political Map of Rajasthan

Source: http://rajasthan.gov.in/AboutRajasthan/RajasthanMaps/Pages/default.aspx

Table 3.6.2 City-wise total population distribution

Udaipur

Total Population	**Absolute**			**Percentage**		
	Total	**Rural**	**Urban**	**Total**	**Rural**	**Urban**
Persons	3068420	2459994	**608426**	100.00	80.17	19.83
Males	1566801	1251316	315485	100.00	79.86	20.14
Females	1501619	1208678	292941	100.00	80.49	19.51

Kota

Total Population	Absolute			Percentage		
	Total	**Rural**	**Urban**	**Total**	**Rural**	**Urban**
Persons	1951014	774410	**1176604**	100.00	39.69	60.31
Males	1021161	401331	619830	100.00	39.30	60.70
Females	929853	373079	556774	100.00	40.12	59.88

Jodhpur

Total Population	Absolute			Percentage		
	Total	**Rural**	**Urban**	**Total**	**Rural**	**Urban**
Persons	3687165	2422551	**1264614**	100.00	65.70	34.30
Males	1923928	1260328	663600	100.00	65.51	34.49
Females	1763237	1162223	601014	100.00	65.91	34.09

Jaipur

Total Population	Absolute			Percentage		
	Total	**Rural**	**Urban**	**Total**	**Rural**	**Urban**
Persons	6626178	3154331	**3471847**	100.00	47.60	52.40
Males	3468507	1642924	1825583	100.00	47.37	52.63
Females	3157671	1511407	1646264	100.00	47.86	52.14

Source : Statistical data on the population of the cities taken in the study as per census 2011 (http://www.statistics.rajasthan.gov.in)

3.7 Essential definitions in research:-

Based on the existing body of knowledge, following are some important definitions.

- **Population** – "A population is a group of which data are to be collected."
- **Sample** – "A sample is a subset of a population."
- **Variable** – "A variable is a feature characteristic of any member of a population differing in quality or quantity from one member to another."
- **Quantitative variable** – "A variable differing in quantity is called quantitative variable."
- **Qualitative variable** – "A variable differing in quality is called a qualitative variable or attribute."
- **Discrete variable** – "A discrete variable is one which no value may be assumed between two given values."
- **Continuous variable** – "A continuous variable is one which any value may be assumed between two given values."
- **Hypothesis** – "A hypothesis is a formal statement of an unproven proposition that is empirically testable."
- **Empirical testing – "**It means that a research hypothesis has been examined against reality using data."

3.8 Determining Sample Size for the Study

The rising requirement for a precise representative sample in empirical research has created the demand for an successful process of determining sample size for the study. Survey research plan requires huge sample size for representation; whereas in a census, generally, one and all in the target population are collectively chosen to contribute in the study. Therefore, the sample size is

equal to the size of the target population. On the other hand, in experimental research design, where study is conducted on treatment and control groups, the sample size differs in each group.

There are several statistical ways of determining a sample size. For this study, the data was collected at the prominent shopping malls of the four cities taken in the study. The sample comprises active mall goers from the urban population (locals and migrated) and tourists. Therefore the population could not be fixed, hence taken as infinite in the study.

To abridge the process of determining the sample size for a finite population, Krejcie & Morgan (1970), came up with a table using the following sample size formula for finite population.

$$n = \frac{Z^2 \times p\,(1-p)}{M^2}$$

Where:

n = *"Sample Size for infinite population"*

Z = *"Z value"*

P = *"Population Proportion"*

M = *Margin of Error*

As the population in the present study is 65, 21,491(Total urban population of Jaipur, Udaipur, Kota and Jodhpur) which is greater than 10, 00, 000, therefore, the required sample size for the study is 384. *Keeping in mind the incompleteness of the questionnaires a sample size of 400 was taking for this study. But, after the completion of the survey, the researcher could use only 372 questionnaires. The remaining could not be used due to their incompleteness.*

Table for Determining Sample Size of a Known Population									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384
Note: N is Population Size; S is Sample Size								*Source: Krejcie & Morgan, 1970*	

Fig. 3.8 Determination Sample Size of a Known Population

Source: Krejcie and Morgan (1970)

3.9 Measurement and Scaling

The responses collected through survey were coded and tabulated in SPSS 22. For analysing data, both descriptive statistical measures (i.e., average, standard deviation and standard error) and inferential statistical tools [Cronbach's alpha, bi-variant Pearson's correlation, One-way Analysis of Variance and Multiple Regression Analysis] were used.

The tests were conducted at 95% confidence level (or 5% level of significance). A 5-point Likert scale ranging from strongly Extremely Satisfied (1) to Not at all Satisfied (5) was used. Often information gathered in the social sciences, marketing, opinions, emotions involves the use of Likert-type scales. The rationale behind the use of scale is because individuals try to quantify such

constructs which are not directly measurable. With the use of this technique, they often use multiple-item scales and summated ratings to quantify the construct(s) of interest. The invention of Likert scale's attributed to Rensis Likert in the year 1931. Since then this scale is widely used for the assessment of individual's attitudes.

McIver and Carmines (1981) have described the Likert scale as a set of items given to a group of subjects. This group is composed of about an equivalent number of favourable and unfavourable statements regarding the attitude of the object. The responses to the items are combined so that individuals with the most favourable attitudes will have the maximum scores and vice-versa. Though not all summated scales are formed according to Likert's specific measures, all such scales share the crucial reason associated with Likert scaling.

3.10 Data Collection

Primary data was collected from 372 shoppers from shopping malls across tier II cities of Rajasthan, i.e. Jaipur, Jodhpur, Udaipur and Kota using a semi-structured questionnaire based on 5- points Likert scale. The data was collected using the simple random sampling method. In addition to this, secondary information was sourced from reputed research publications, journals, periodicals and trade magazines.

3.11 Research Strategy

S.No	Objective	Hypothesis	Statistical Test	Variables
1	To study the influence of demographic factors on the preference for shopping from Shopping Malls	**H_{01}** – There is no significant difference in the preference for Shopping Malls with respect to demographic variables. **H_{a1}** - There is a significant difference in the preference for Shopping Malls with respect to demographic variables	One-way Analysis of Variance (ANOVA)	**IV - Demographic Variables:** 1. Gender 2. Age 3. Marital Status 4. Occupation 5. Income 6. Family Structure **DV – Preference for a shopping mall**
2.	To find out the influence of Assortment of Stores in a Shopping Mall influences the customer's preference for a	**H_{02}** – There is no significant association between the assortment of stores within a shopping mall and customer's preference for a Shopping Mall. **H_{a2}** – There is a significant	Pearson r Correlation	**IV – Assortment of Stores** 1. Grocery 2. Fruits& Vegetables 3. Home Décor 4. Apparel & Accessories 5. Restaurants 6. Electronics 7. Multiplexes 8. Salon/Spa

	Shopping Mall	association between the assortment of stores within a shopping mall and customer's preference for a Shopping Mall.		9. Entertainment (7D') 10. Branded Stores/Designer Studios 11. Discount Stores 12. Haats (Unbranded Stores) **DV – Preference for a shopping mall**
3	To find out the influence of ambience on the customer's preference for a Shopping Mall	**H_{03}** – There is no significant association between ambience of the shopping mall and customer's preference for a Shopping Mall. **H_{a3}** - There is a significant association between ambience of the shopping mall and customer's preference for a Shopping Mall.	Pearson r Correlation	**IV – Ambience** 1. Cleanliness 2. Lighting 3. Space inside the mall 4. Smell 5. Visual display of the mall 6. Noise-level 7. Air-conditioning 8. Eco-friendliness 9. Walk-ways outside the mall **DV – Preference for a Shopping Mall**
4	To find out the influence of parking	**H_{04}** - There is no significant association	Pearson r Correlation	**IV – Parking Space** 1. Planning 2. Maintenance

	arrangement in a shopping mall on the customer's preference for a Shopping Mall	between parking arrangement in a Shopping Mall and customer's preference for a Shopping Mall. **H_{a4}** - There is a significant association between parking arrangement in a Shopping Mall and customer's preference for a Shopping Mall.		3. Charges 4. Capacity 5. Security **DV – Preference for a shopping mall**
5	To find out the influence of facilities in a shopping mall on the customer's preference shopping for a Shopping Mall	**H_{05}** - There is no significant association between facilities available at a shopping mall and customer's preference for a Shopping Mall. **H_{a5}** - There is a significant association between facilities available at a shopping mall and customer's preference for a	Pearson r Correlation	**IV – Facilities** 1. Restaurants 2. Multiplexes 3. ATMs 4. Kid's Play Area 5. Common Area 6. Restrooms 7. Disabled-friendly 8. Parking Spaces 9. Air conditioning 10. Signage 11. Baby changing rooms **DV – Preference for a shopping mall**

		Shopping Mall.		
6	To find out that the role of safety and security provisions in a shopping mall on the customer's preference for a Shopping Mall	**H_{06}** - There is no significant association between safety and security provisions at a shopping mall and customer's preference for a shopping mall. **H_{a6}** – There is a significant association between safety and security provisions at a shopping mall and customer's preference for a shopping mall.	Pearson r Correlation	**IV – Safety & security Provisions** 1. Medical assistance 2. Mock Drills 3. Armed security personnel 4. Emergency exits 5. Frisking 6. Safe Restrooms **DV – Preference for a shopping mall**
7	To find out that the role of Socialising in a shopping mall on the customer's preference shopping for Shopping Mall	**H_{07}** - There is no significant association between the role of Socialising at a shopping mall and customer's preference for a shopping mall. **H_{a7}** - There is a significant association between the role of	Pearson r Correlation	**IV – Socialising Aspect** 1. Shopping with family 2. Shopping with friends 3. Shopping alone **DV – Preference for a shopping mall**

		Socialising at a shopping mall and customer's preference for a shopping mall.		
8	To find out that the role of Promotional Activities at a shopping mall on the respondent's preference shopping from a Shopping Mall	**H_{08}** - There is no significant association between Promotional Activities at a shopping mall and customer's preference for a shopping mall. **H_{a8}** - There is a significant association between Promotional Activities at a shopping mall and customer's preference for a shopping mall.	Pearson Correlation	**IV- Promotional Activities** 1. Gift with purchase 2. Gift vouchers 3. Competitions 4. Lotteries 5. Festival Festivals 6. Exhibitions 7. Shows **DV – Preference for a shopping mall**
9	To find out impact of different Shopping Mall Attributes on the	**H_{09}** - There is no significant impact of Shopping Mall Attributes on customer's preference for a shopping mall.	Multiple Regression	**Shopping Mall Attributes :** 1. Assortment of Stores 2. Ambience 3. Promotional Activities

	respondent's preference shopping from a Shopping Mall to derive and equation.	**H_{a9}** - There is a significant impact of Shopping Mall Attributes on customer's preference for a shopping mall.		4. Company for Shopping (Socialising)

** IV- Independent variables* **DV- Dependent variables*

3.12 Statistical Tools used in the Study

3.12.1 Reliability Test

Cronbach's alpha is the measure of internal consistency ("reliability"). It is mostly used when multiple Likert questions are used in a survey/questionnaire that form a scale and to determine if the scale is reliable. Cronbach's alpha does not help in estimating reliability estimates for single items. According to Gliem and Gliem(2003) while using Likert-type scales, it is essential to first calculate and report Cronbach's alpha coefficient for measuring 'internal consistency reliability'. There has to be internal consistency between the scales. The analysis of the data is then done on the basis of 'summated scales or subscales' and never on individual items.

3.12.2 Pearson r Correlation

According to Field A. et al. (2012), "Pearson r correlation is the widely used correlation statistic to measure the degree of the relationship between linearly related variables." It can be used to measure how two variables are associated with each other. 'Pearson r correlation' is a parametric test widely used to measure the 'strength/degree of relationship' between the two variables. Following formula can be used to calculate the Pearson r correlation:

$$r = \frac{N \sum xy - \sum (x)(y)}{\sqrt{N \sum x^2 - \sum (x^2)][N \sum y^2 - \sum (y^2)]}}$$

r = 'Pearson r correlation coefficient'

N = 'Number of value in each data set.'

∑xy = 'Sum of the products of paired scores'

∑x = 'Sum of x scores'

∑y = 'Sum of y scores'

∑x2= 'Sum of squared x scores'

∑y2= 'Sum of squared y scores'

3.12.3 Multiple Linear Regressions

Multiple linear regressions are the most commonly used multivariate analysis technique. Used as a forecasting tool, the multiple linear regressions are helpful in studying the relation and impact of independent variable on dependent variables. The independent variables can be continuous or categorical in nature.

Assumptions of the test

- Linearity has to be assumed in multiple regression. This means that there has to be 'linear relationship' between the variables taken in the study i.e. dependent and independent variables
- Normality must be assumed in multiple regression. That means, the variables must be normally distributed.
- Homoscedasticity must be assumed in multiple regression. This means that the variance is constant across all levels of the predicted value.
- Only relevant variables must be taken in the model of multiple-regression.

3.12.4 One-Way ANOVA

It is a widely used statistical technique. It measures the 'potential differences' in a 'scale-level dependent variable' by a 'nominal-level variable' having 2 or more categories. It is an extension of the t-test and the z- the test. ANOVA provides a statistical test to check whether the means of several groups are equal or not. ANOVA is also called the 'Fisher analysis of variance', as it was first developed by renowned statistician Ronald Fisher in the year 1918. Analysis of Variance (ANOVA) is used to find if there is a 'statistically significant difference' among the groups in the particular category. If a difference is found then Post Hoc analysis like Bonferroni, Scheffe, Dunnet and Tukey can be used to investigate further upon the causes and area of difference.

It is assumed that the 'ANOVA' is an ‘analysis of dependencies.’ The amount of variation ‘among the sample means’ or the variation attributable to the difference among the sample means. The amount of variation ‘within the sample observation’ is considered due to chance causes or experimental errors. Hence, ANOVA is referred as a test to prove an assumed 'cause and effect' relationship between dependent and independent variables. In terms of statistics, ANOVA tests the effect of one or more independent variables on one or more dependent variables.

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CHAPTER 4

DATA INTERPRETATION AND ANALYSIS

This chapter deals with the summarisation of the primary data collected for the study, its analysis with the use of statistical tests and its statistical interpretation. According to (Manjhi and Manjhi, 2013), "Statistics is concerned with the scientific method by which information is collected, organised, analysed and interpreted for description and decision making." There are two subdivisions of statistical method.

(a) **Descriptive Statistics -** It deals with the presentation of numerical data in either tabular or graphical form, thereby, making the data visually appealing and easy to comprehend. Descriptive statistics summarise and describe the data straightforwardly and understandably. It primarily describes the characteristics of the population or sample.

(b) **Inferential Statistics -** It involves techniques for making inferences about the whole population on the basis of observations obtained from samples. It is used to generalise from a sample to a population.

Section A - Descriptive Analysis

4.1 Demographic Profile of the Respondents

I - Tabular Representation

Demographics are characteristics of a population. A lot of information about the customer can be collected in this domain, but only the critical with respect to this study has been collected. Demographic information collected in this study consisted of respondent's city, gender, age, marital status, employment, family structure, occupation and monthly income.

This data has been used in inferential statistics also to understand their influence on Preference for Shopping Malls.

Table 4.1 Demographic Profile of the Respondents

Parameters	Category	Frequency	Percentage
City	Jaipur	127	34.13
	Udaipur	118	31.7
	Jodhpur	51	13.7
	Kota	76	20.4
	Total	**372**	**100.0**
Gender	Male	193	51.9
	Female	179	48.1
	Total	**372**	**100.0**
Age	Less than 20	48	12.9
	20-30	147	39.5
	31-40	99	26.6
	41-50	56	15.1
	More than 50	22	5.9
	Total	**372**	**100**
Marital Status	Single	113	30.4
	Married	235	63.2
	Unmarried	24	6.5
	Total	**372**	**100**
Family	Joint	107	28.8

Structure	Nuclear	235	63.2
	Extended Family	30	8.1
	Total	**372**	**100**
Monthly Income	Less than 10000	49	13.2
	10001-30000	121	32.5
	30001-50000	101	27.2
	50001-70000	52	14.0
	More than 70001	49	13.2
	Total	**372**	**100**
Occupation	Business	54	14.5
	Professional	21	5.6
	Housewife	20	5.4
	Student	32	8.6
	Service	245	65.9
	Total	**372**	**100**

Source: Primary Data

II - Graphical Representation

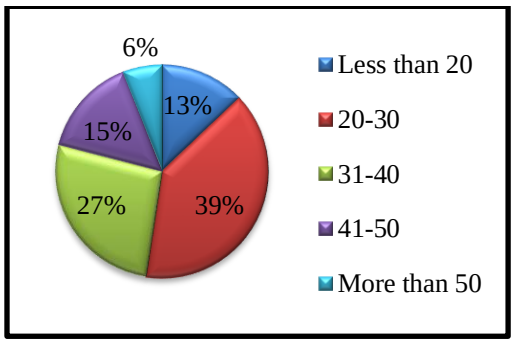


Figure 4.1.1
Age-wise demographic profile of respondents

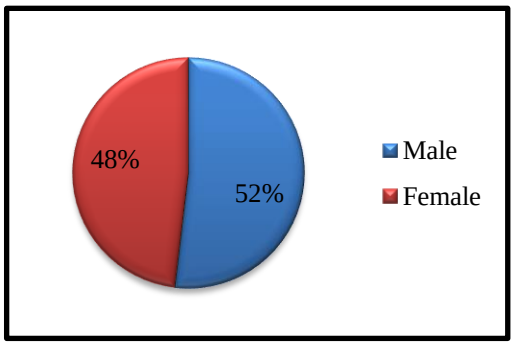


Figure 4.1.2
Gender-wise demographic profile of respondents

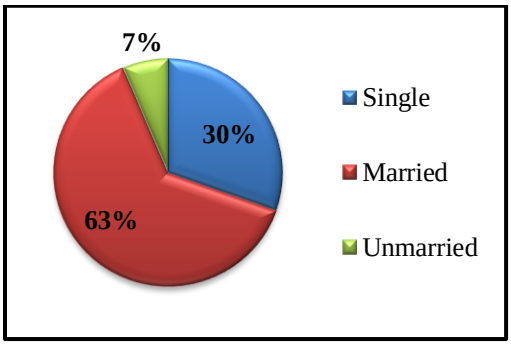


Figure 4.1.3.
Marital Status of the respondents

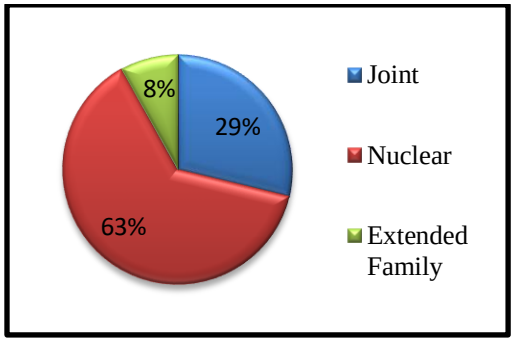


Figure 4.1.4
Family Structure of the respondents

Monthly Income (Rs.) of the respondents

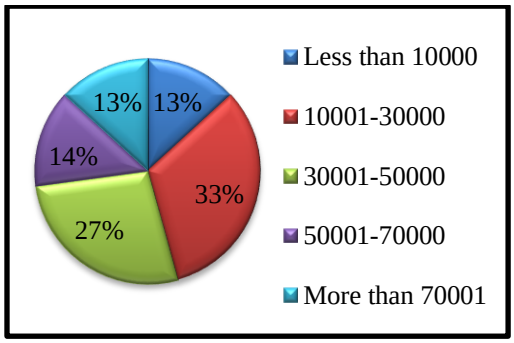


Figure 4.1.5

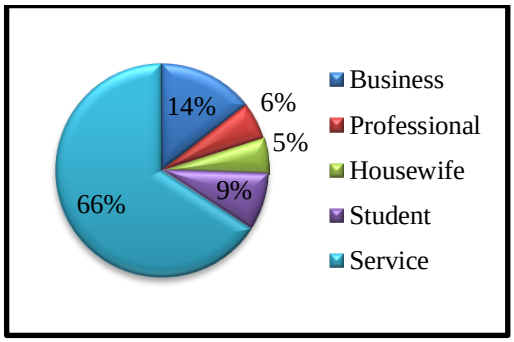


Figure 4.1.6
Occupation of the respondents

Source: Primary Data

With respect to A**ge-wise** distribution, it was found that the study comprised with respondents of different age groups. Most of the respondents (39%) were in the age group 20-30 years, followed by 27% from the age group 31-40 years, 15% from the age group 41-50 years, 13% from the age group of Less than 20 years and least (6 %) from the age group of more than 50 years.

In case of G**ender**, it was found that out of 372 respondents, who participated in the study the almost half (52%) were male respondents and remaining 48% were female respondents.

With respect to M**arital Status**, it was observed that out of 372 respondents, the majority i.e. 63 % was married, 30 % were unmarried and remaining 7% were single (divorced/widow/widower)

With regard to **Family Structure**, it was seen that the majority (63 %) were living in a nuclear family set-up, whereas, 39 % of the respondents were living in a joint family and the remaining 8 % in the extended family.

Most of the respondents (33%) fall in the **Monthly Income** bracket of Rs 10,000/- – Rs. 30,000/-, followed by 27 % who fall in the income bracket of Rs.30, 000/- – Rs. 50,000/-, 14% of the respondents earn in between Rs. 50,000/- - Rs. 70,000/- and an equal of 13% of the respondents fall in the monthly income brackets of Less than Rs. 10,000/- and 13% fall in the monthly income bracket of More than Rs. 70,000/-

With respect to **Occupation,** out of the total respondents that participated in the study majority (66%) belong to the service sector, 14% were businessmen/businesswomen, 9% were students, 6% were professionals and 5% were unemployed (basically housewives)

Respondents were also asked to respond on questions such as frequency of visiting a shopping mall, shopping companion and distance that they would prefer to travel to reach a shopping mall.

4.2 Company for shopping in Shopping Malls

A visit to a Shopping Mall in Rajasthan is still an act of socialisation and family outing. The following chart presents the data of the different companions that the respondents choose to go out with during a regular shopping mall visit.

Table 4.2 Preferred company for shopping during mall visit

			Very Often	Often	Sometimes	Not Often	Never	Total
1	Friends	Frequency	50	56	126	55	85	372
		Percent	13.4	15.1	33.9	14.8	22.8	100
2	Family	Frequency	120	84	116	34	18	372
		Percent	32.3	22.6	31.2	9.1	4.8	100
3	Alone	Frequency	31	43	128	49	121	372
		Percent	8.3	11.6	34.4	13.2	32.5	100

Source: Primary Data

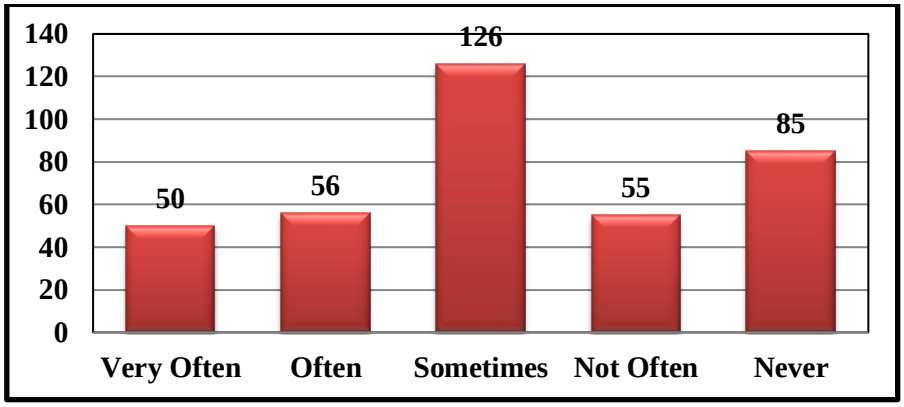


Figure 4.2.1. Frequency of mall visits of respondents with friends

Source: Primary Data

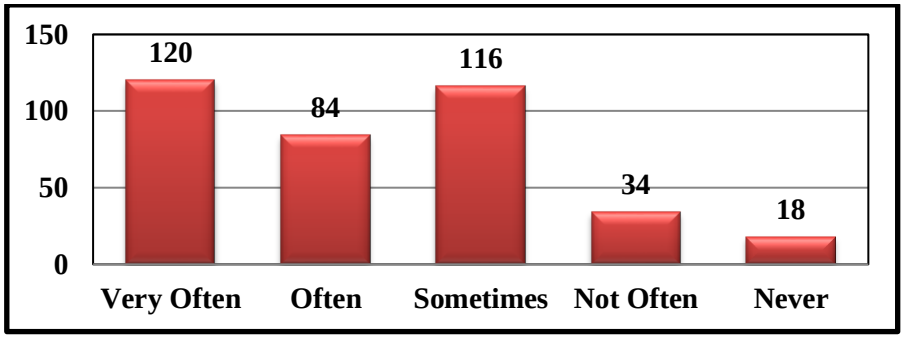


Figure 4.2.2 Frequency of mall visits of respondents with family

Source: Primary Data

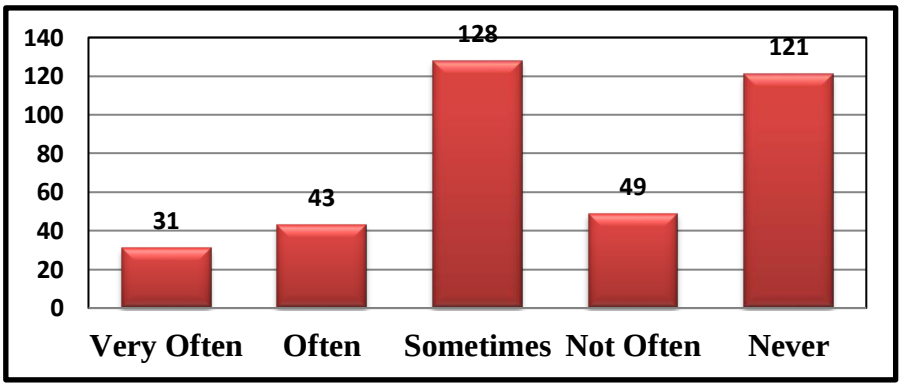


Figure 4.2.3 Frequency of alone mall visits of respondents

Source: Primary Data

4.3 Frequency of Shopping Mall visits

As per the study comprising 372 respondents, most of the respondents (60%) (i.e.222 respondents) visit a shopping mall on monthly basis, 29% (108 respondents) visit on a fortnightly basis, 11% (40 respondents) visit on weekly basis and around 0% (2 respondents) visit on daily basis.

Table 4.3 Frequency of Shopping Mall Visits

Frequency of Mall visits	Frequency	Percentage
Daily	2	.5
Weekly	40	10.8
Fortnightly	108	29.0
Monthly	222	59.1
Total	**372**	**100**

Source: Primary Data

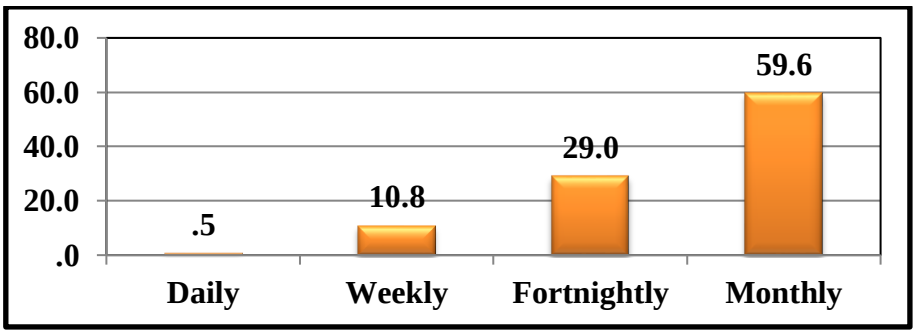


Figure 4.3.1 Frequency mall visits of respondents
Source: Primary Data

4.4 Monthly expenditure in a Shopping Mall

Out of 372 respondents, most of the shoppers' i.e.37.9 % spends around Rs. 2501-5000 per mall visit. 25.5 % respondents spend around Rs.2500-7500, 22 % spend below Rs. 2500, 7.8 % spend Rs. 7501-10000 and 6.7% spend more than Rs. 10,000 during their per mall visit.

Table 4.4 Monthly expenditure in a Shopping Mall (Avg.)

Expenditure in a Mall (Rs.)	Frequency	Percentage
Below 2500	82	22.0
2501-5000	141	37.9
5001-7500	95	25.5
7501-10000	29	7.8
Above 10000	25	6.7
Total	**372**	**100**

Source: Primary Data

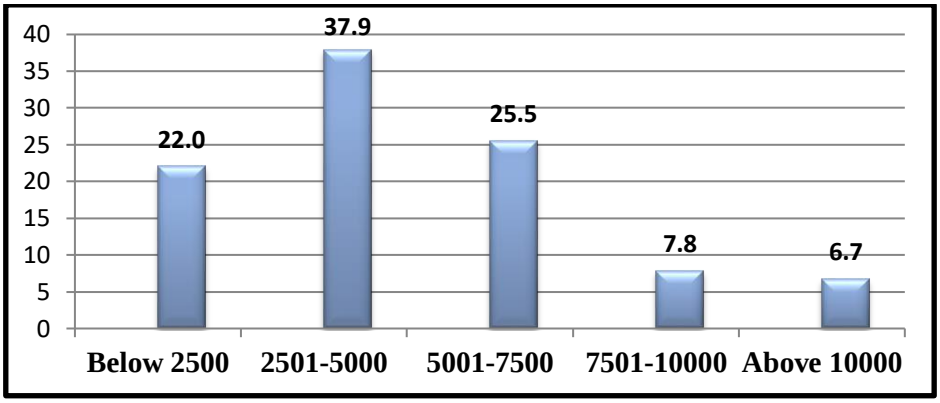


Figure 4.4 Monthly expenditure during a Shopping Mall visit (avg.)
Source: Primary Data

4.5 Distance respondent willing to travel to reach to a Shopping Mall

Most of the shoppers i.e. 45.2 % are willing to travel 5-10 kms to reach to a shopping mall in their city. Next 32.8 % shoppers are willing to travel 2-5 kms to reach to shopping mall of their preference. 12.6 % travel 10-15Kms to reach to a shopping mall, 9.1 % travel less than 2 Kms and 0.3% willing to travel more than 15 Kms to reach to a shopping mall.

Table 4.5 Distance respondent willing to travel to reach a Shopping Mall (avg)

Distance	Frequency	Percentage
Less than 2 Km	34	9.1
2-5Km	122	32.8
5-10km	168	45.2
10-15km	47	12.6
More than 15Kms	1	.3
Total	**372**	**100.0**

Source: Primary Data

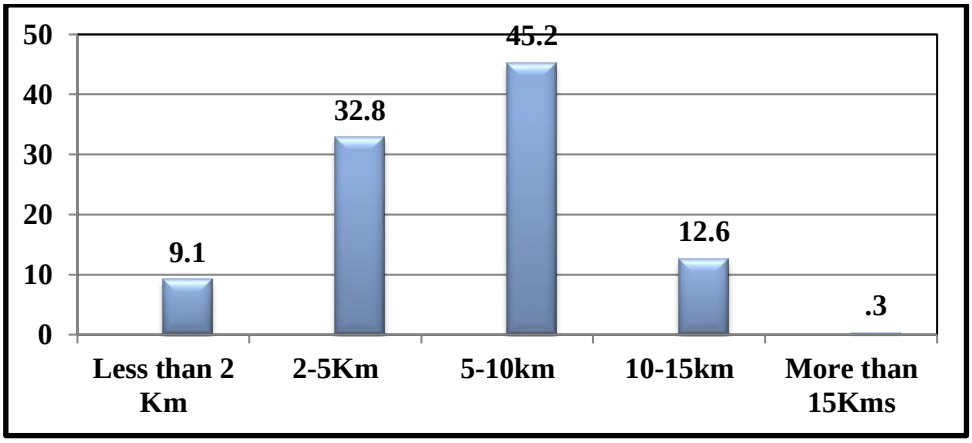


Figure 4.5 Distance respondent willing to travel to reach a shopping mall (avg)
Source: Primary Data

4.6 Mode of Payment in a Shopping Mall

Mall shoppers have the option of using from an array of payment options during their purchases from the retail shops in the mall.

Table 4.6 Preferred Mode of Payment at a Shopping Mall

			Very Often	Often	Sometimes	Not Often	Never	Total
1	**Credit Card**	Frequency	51	50	90	35	146	372
		Percent	13.7	13.4	24.2	9.4	39.2	100
2	**Debit Card**	Frequency	52	86	122	60	52	372
		Percent	14.0	23.1	32.8	16.1	14.0	100
3	**Cash**	Frequency	114	109	106	33	10	372
		Percent	30.6	29.3	28.5	8.9	2.7	100
4	**Online Transfers**	Frequency	21	18	52	50	231	372
		Percent	5.6	4.8	14.0	13.4	62.1	100
5	**e-Wallets**	Frequency	24	25	46	32	245	372
		Percent	6.5	6.7	12.4	8.6	65.9	100

Source: Primary Data

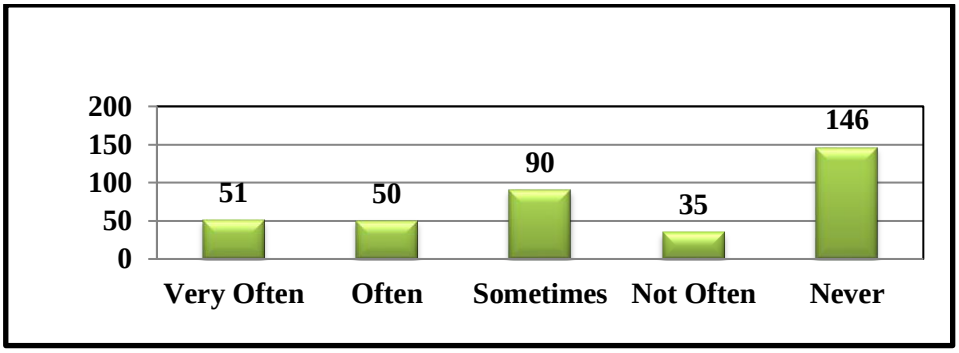


Figure 4.6.1 Payment through Credit Card
Source: Primary Data

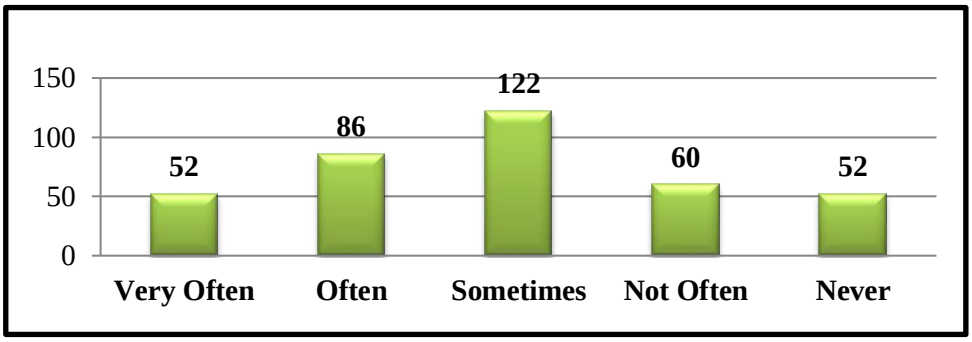


Figure 4.6.2 Payment through Debit Card
Source: Primary Data

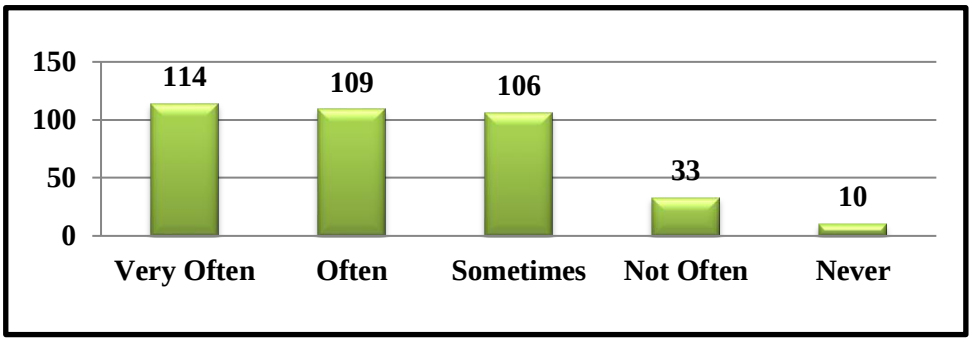


Figure 4.6.3 Payment through Cash
Source: Primary Data

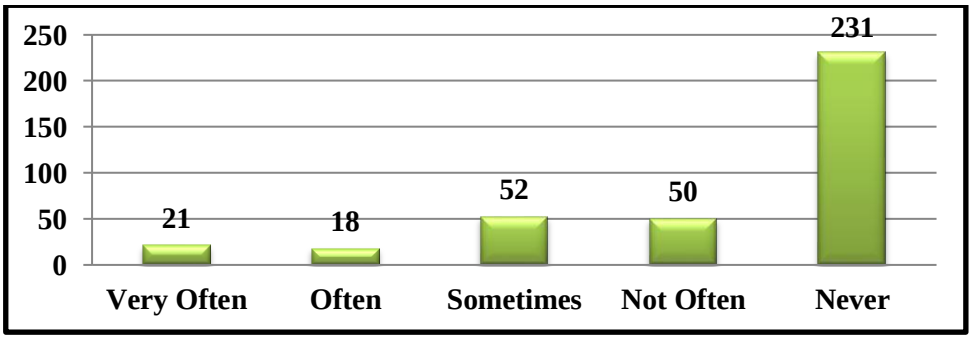


Figure 4.6.4 Payment through Online Transfers
Source: Primary Data

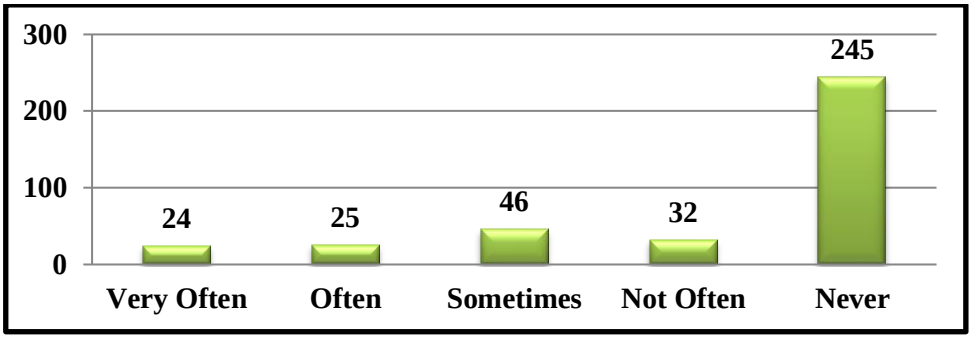


Figure 4.6.5 Payment through e-Wallets
Source: Primary Data

The above table and figures depict **most of the respondents prefer making payments in cash. Even after demonetisation on Nov 8th, 2016, credit card and debit card were least used as the mode of payment by the respondents while shopping in a shopping mall. The reason for such a financial behaviour of the respondents can be because of the fear of theft and sharing of the password. Also, maybe the respondents do not possess a credit card/debit card. This data hints about the lack of financial literacy and financial inclusion in the state of Rajasthan.**

4.7 Preference of Shopping - Online vs. Offline

The growing presence of online shopping in the tier II cities of Rajasthan cannot be disregarded. Hence, the respondents were also asked about their preference towards Online shopping and shopping from Stores.

Table 4.7 Preference between online shopping and offline shopping

	Frequency	Percent
Online Shopping	117	31.4
Shopping from stores	255	68.6
Total	**372**	**100**

Source: Primary Data

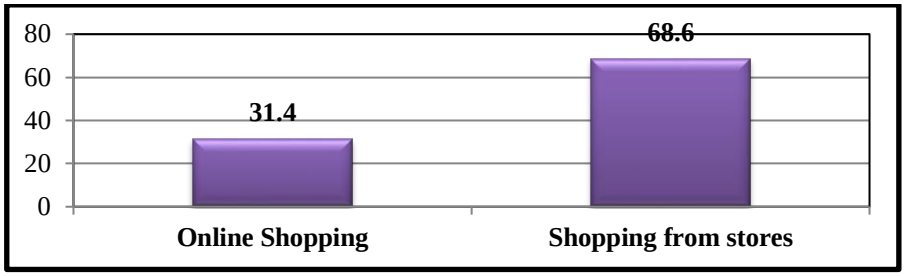


Figure 4.7 Preference between online shopping and offline shopping

Source: Primary Data

Though the online shopping has expanding and gripping the shoppers, but the love for shopping from the stores cannot be denied. The present study shows that out of 372 respondents the majority i.e. 68.6 % prefers Shopping from Stores and 31.4 % prefer online shopping. This result is indicative that off-line stores are here to stay in Rajasthan. Also, the era of omni-shopper is approaching. With digitisation, the shopper is looking forward to a seamless shopping experience, both online and off-line.

4.8 Customer Satisfaction regarding Assortment of Stores in Shopping Malls of Rajasthan

Table 4.8

Customer Satisfaction with respect to Assortment of Stores in Shopping Malls of Rajasthan

			Extremely Satisfied	Very Satisfied	Quite Satisfied	Somewhat Satisfied	Not at all Satisfied	Total
1	Fruits & Vegetables	Frequency	45	108	112	66	41	372
		Percent	12.1	29.0	30.1	17.7	11.0	100
2	Grocery	Frequency	59	134	101	32	46	372
		Percent	15.9	36.0	27.2	8.6	12.4	100
3	Home Décor	Frequency	55	145	110	39	23	372
		Percent	14.8	39.0	29.6	10.5	6.2	100
4	Apparel and Accessories	Frequency	109	163	45	37	18	372
		Percent	29.3	43.8	12.1	9.9	4.8	100
5	Restaurants	Frequency	124	150	61	18	19	372
		Percent	33.3	40.3	16.4	4.8	5.1	100

			Extremely Satisfied	Very Satisfied	Quite Satisfied	Somewhat Satisfied	Not at all Satisfied	Total
6	Electronics	Frequency	69	137	112	27	27	372
		Percent	18.5	36.8	30.1	7.3	7.3	100
7	Multiplexes	Frequency	129	146	62	28	7	372
		Percent	34.7	39.2	16.7	7.5	1.9	100
8	Spa/Salon	Frequency	55	113	136	46	22	372
		Percent	14.8	30.4	36.6	12.4	5.9	100
9	Entertainment	Frequency	76	133	102	39	22	372
		Percent	20.4	35.8	27.4	10.5	5.9	100
10	Branded Stores/Designer Studios	Frequency	103	176	58	20	15	372
		Percent	27.7	47.3	15.6	5.4	4.0	100
11	Discount Stores	Frequency	106	125	103	27	11	372
		Percent	28.5	33.6	27.7	7.3	3.0	100
12	Haats	Frequency	80	124	88	47	33	372
		Percent	21.5	33.3	23.7	12.6	8.9	100

Source: Primary Data

The study collected customer satisfaction responses with respect to '**Assortment of Stores'** with respect to the range of stores available in Shopping Malls of Rajasthan. The score of these individual stores was added to form the sum score for 'Assortment of Stores', on which statistical tests were applied.

With respect to '**Fruits and Vegetables'** in Assortment of Stores, 12.1% respondents are 'Extremely Satisfied', 29% are 'Very Satisfied', 30.1% are 'Quite Satisfied', 17.7% are 'Somewhat Satisfied' and 11% are 'Not at all Satisfied'.

With respect to **'Grocery'** in Assortment of Stores, 15.9% respondents are 'Extremely Satisfied', 36% are 'Very Satisfied', 27.2% are 'Quite Satisfied', 8.6% are 'Somewhat Satisfied' and 12.4% are 'Not at all Satisfied'.

With respect to **'Home Decor'** in Assortment of Stores, 14.8% respondents are 'Extremely Satisfied', 39% are 'Very Satisfied', 29.6% are 'Quite Satisfied', 10.5% are 'Somewhat Satisfied' and 6.2% are 'Not at all Satisfied'.

With respect to **'Apparel and Accessories'** in Assortment of Stores, 29.3% respondents are 'Extremely Satisfied', 43.8% are 'Very Satisfied', 12.1% are 'Quite Satisfied', 9.9% are 'Somewhat Satisfied' and 4.8% are 'Not at all Satisfied'.

With respect to **'Restaurants'** in Assortment of Stores, 33.3% respondents are 'Extremely Satisfied', 40.3% are 'Very Satisfied', 16.4% are 'Quite Satisfied', 4.8% are 'Somewhat Satisfied' and 5.1% are 'Not at all Satisfied'.

With respect to **'Electronic Stores'** in Assortment of Stores, 18.5% respondents are 'Extremely Satisfied', 36.8% are 'Very Satisfied', 30.1% are 'Quite Satisfied', 7.3% are 'Somewhat Satisfied' and 7.3% are 'Not at all Satisfied'.

With respect to **'Multiplexes'** in Assortment of Stores, 34.7% respondents are 'Extremely Satisfied', 39.2% are 'Very Satisfied', 16.7% are 'Quite Satisfied', 7.5% are 'Somewhat Satisfied' and 1.9% are 'Not at all Satisfied'.

With respect to **'Spa/Salon'** in Assortment of Stores, 14.8% respondents are 'Extremely Satisfied', 30.4% are 'Very Satisfied', 36.6% are 'Quite Satisfied', 12.4% are 'Somewhat Satisfied' and 5.9% are 'Not at all Satisfied'.

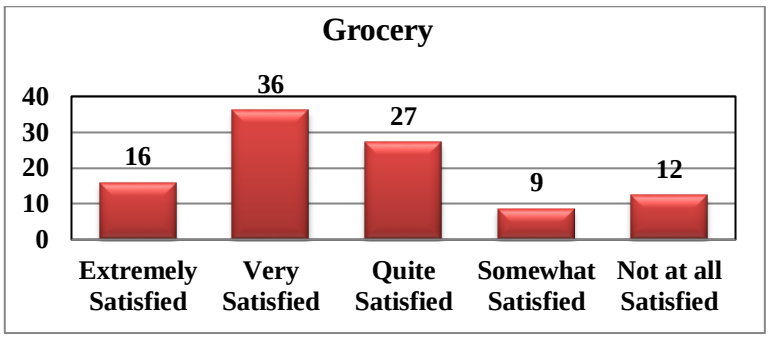
With respect to **'Entertainment'** in Assortment of Stores, 20.4% respondents are 'Extremely Satisfied', 35.8% are 'Very Satisfied', 27.4% are 'Quite Satisfied', 10.5% are 'Somewhat Satisfied' and 5.9% are 'Not at all Satisfied'.

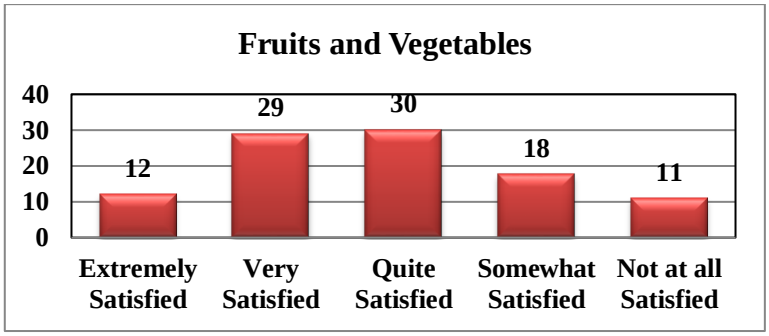
With respect to **'Branded Stores/Designer Studios'** in Assortment of Stores, 27.7% respondents are 'Extremely Satisfied', 47.3% are 'Very Satisfied', 15.6% are 'Quite Satisfied', 5.4% are 'Somewhat Satisfied' and 4% are 'Not at all Satisfied'.

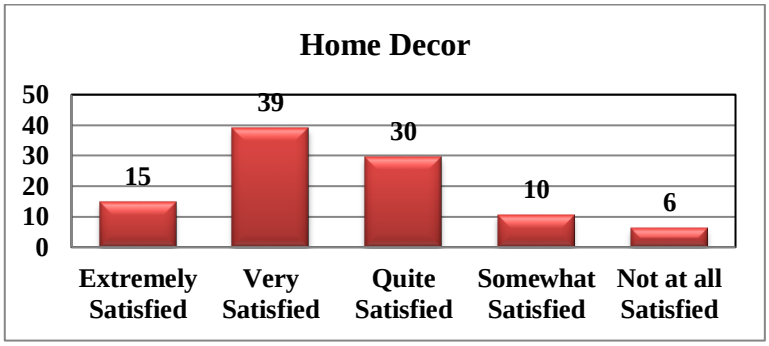
With respect to **'Discount Stores'** in Assortment of Stores, 28.5% respondents are 'Extremely Satisfied', 33.6% are 'Very Satisfied', 27.7% are 'Quite Satisfied', 7.3% are 'Somewhat Satisfied' and 3% are 'Not at all Satisfied'.

With respect to **'Haats/Unorganised Stores'** in Assortment of Stores, 21.5% respondents are 'Extremely Satisfied', 33.3% are 'Very Satisfied', 23.7%

are ‘Quite Satisfied’, 12.6% are ‘Somewhat Satisfied’ and 8.9% are ‘Not at all Satisfied’.







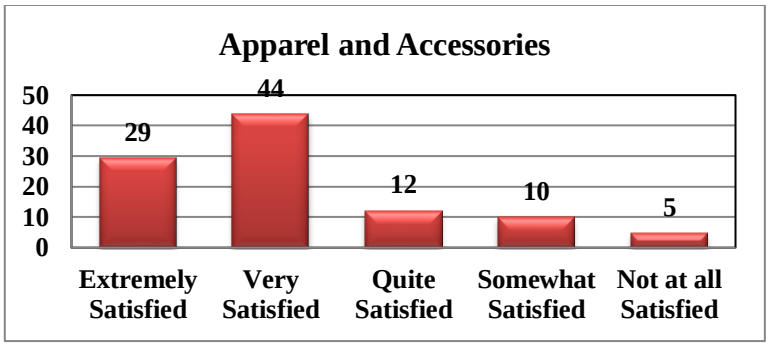
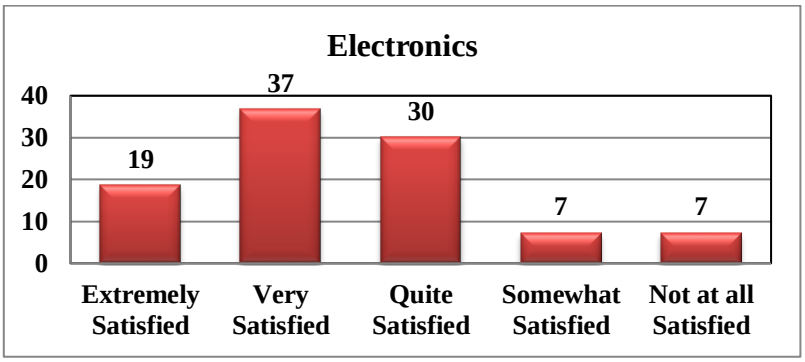
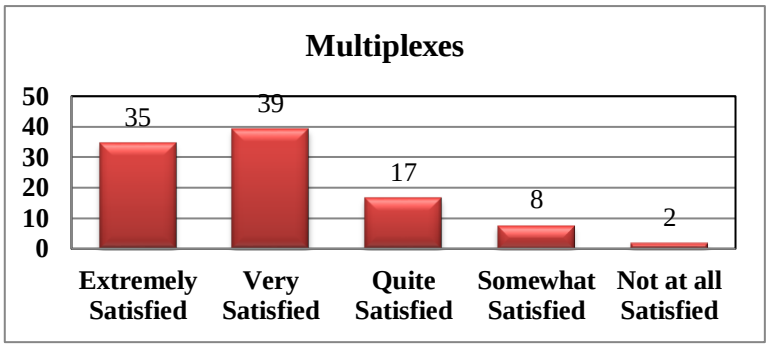


Figure 4.8 Customer Satisfaction with respect to Assortment of Stores in Shopping Malls of Rajasthan
Source Primary Data





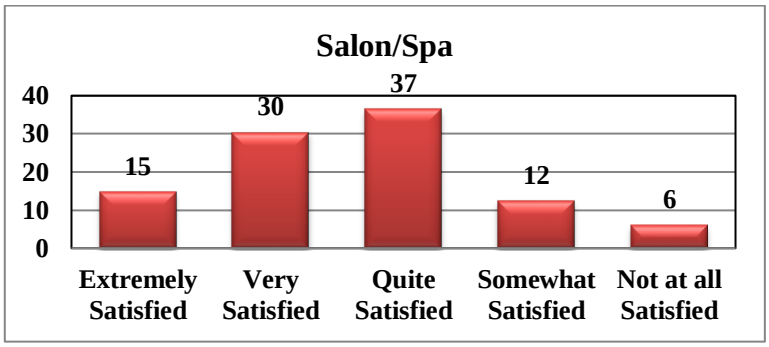
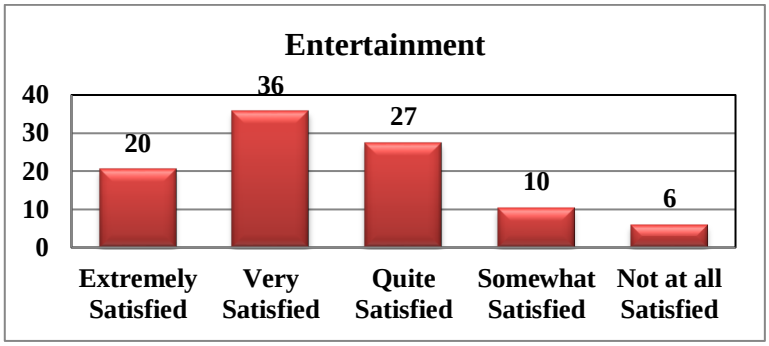
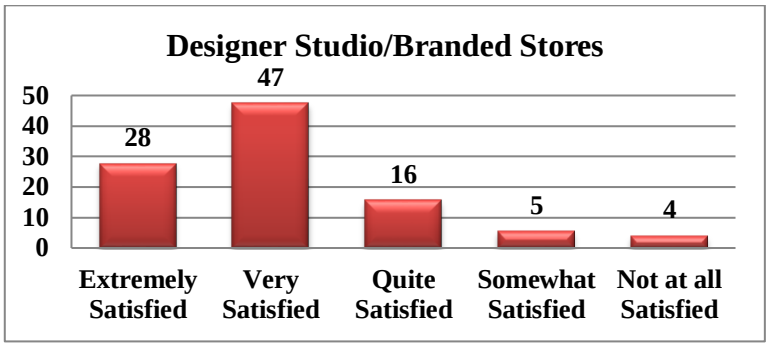


Figure 4.8 Customer Satisfaction with respect to Assortment of Stores in Shopping Malls of Rajasthan (Cont.)
Source Primary Data





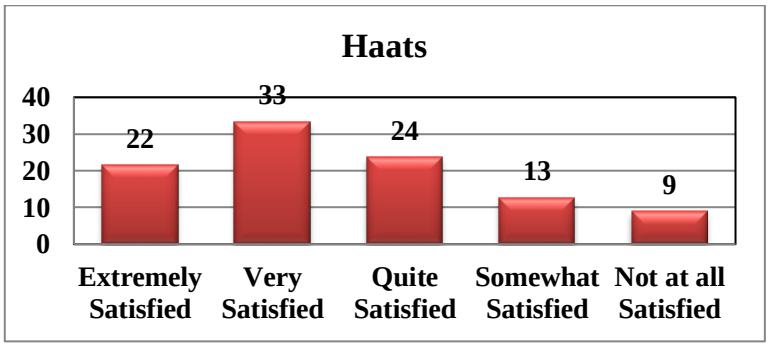


Figure 4.8 Customer Satisfaction with respect to Assortment of Stores in Shopping Malls of Rajasthan (Cont.)
Source Primary Data

4.9 Customer Satisfaction with regard to the Ambience of Shopping Malls of Rajasthan

Table 4.9 Customer Satisfaction with respect to Ambience of Shopping Malls of Rajasthan

			Extremely Satisfied	Very Satisfied	Quite Satisfied	Somewhat Satisfied	Not at all Satisfied	Total
1	Cleanliness	Frequency	160	97	76	24	15	372
		Percent	43.0	26.1	20.4	6.5	4.0	100
2	Lighting	Frequency	88	152	80	31	21	372
		Percent	23.7	40.9	21.5	8.3	5.6	100
3	Space within a mall	Frequency	110	114	91	40	17	372
		Percent	29.6	30.6	24.5	10.8	4.6	100
4	Smell	Frequency	130	113	62	44	23	372
		Percent	34.9	30.4	16.7	11.8	6.2	100
5	Visual display inside the mall	Frequency	67	105	130	43	27	372
		Percent	18	28.2	34.9	11.6	7.3	100
6	Music	Frequency	64	101	108	69	30	372
		Percent	17.2	27.2	29	18.5	8.1	100
7	Air-conditioning	Frequency	125	108	93	26	20	372
		Percent	33.6	29	25	7	5.4	100
8	Eco-friendly	Frequency	103	80	121	48	20	372
		Percent	27.7	21.5	32.5	12.9	5.4	100
9	Walkways outside the malls	Frequency	101	93	108	56	14	372
		Percent	27.2	25.0	29.0	15.1	3.8	100

Source: Primary Data

The study collected customer satisfaction responses with respect to **'Ambience'** on the the following parameters. The score of these individual features was added to form the sum score for 'Ambience', on which statistical tests were applied.

With respect to **'Cleanliness'** , 43 % respondents are 'Extremely Satisfied', 26.1% are 'Very Satisfied', 20.4% are 'Quite Satisfied', 6.5% are 'Somewhat Satisfied' and 4% are 'Not at all Satisfied'.

With respect to **'Lighting'**, 23.7 % respondents are 'Extremely Satisfied', 40.9% are 'Very Satisfied', 21.5% are 'Quite Satisfied', 8.3% are 'Somewhat Satisfied' and 5.6% are 'Not at all Satisfied'.

With respect to **'Space within a mall'**, 29.6 % respondents are 'Extremely Satisfied', 30.6% are 'Very Satisfied', 24.5% are 'Quite Satisfied', 10.8% are 'Somewhat Satisfied' and 4.6% are 'Not at all Satisfied'.

With respect to **'Fragrance'**, 34.9 % respondents are 'Extremely Satisfied', 30.4% are 'Very Satisfied', 16.7% are 'Quite Satisfied', 11.8% are 'Somewhat Satisfied' and 6.2% are 'Not at all Satisfied'.

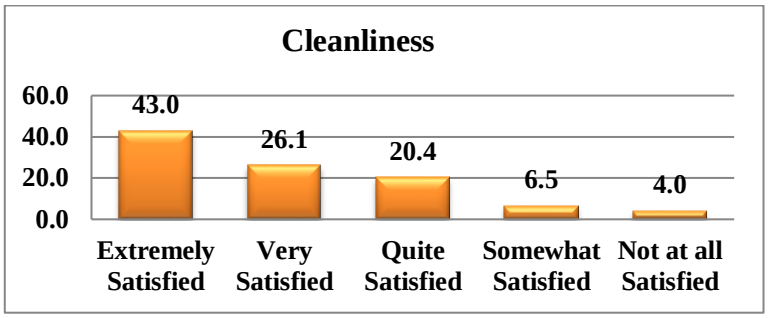
With respect to **'Visual Display inside the mall'**, 18 % respondents are 'Extremely Satisfied', 28.2% are 'Very Satisfied', 34.9% are 'Quite Satisfied', 11.6% are 'Somewhat Satisfied' and 7.3% are 'Not at all Satisfied'.

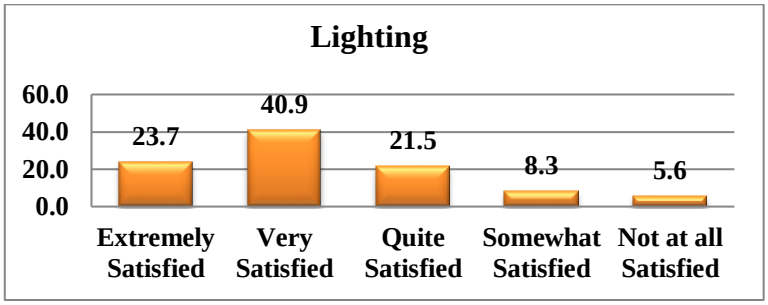
With respect to **'Music'**, 17.2 % respondents are 'Extremely Satisfied', 27.2% are 'Very Satisfied', 29% are 'Quite Satisfied', 18.5% are 'Somewhat Satisfied' and 8.1% are 'Not at all Satisfied'.

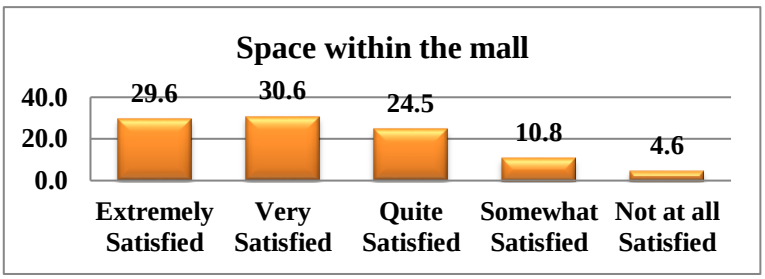
With respect to **'Air-conditioning'**, 33.6 % respondents are 'Extremely Satisfied', 29% are 'Very Satisfied', 25% are 'Quite Satisfied', 7% are 'Somewhat Satisfied' and 5.4% are 'Not at all Satisfied'.

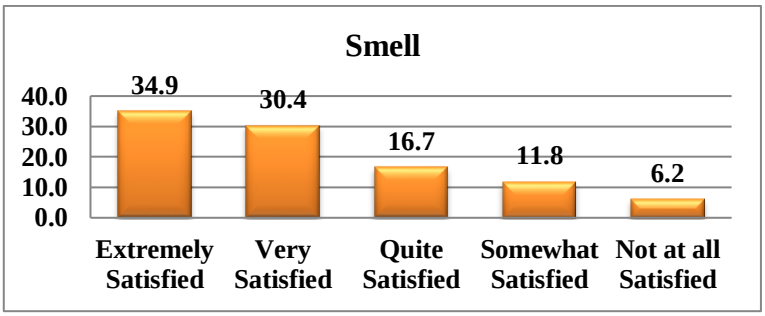
With respect to **'Eco-friendly'**, 27.7 % respondents are 'Extremely Satisfied', 21.5% are 'Very Satisfied', 32.5% are 'Quite Satisfied', 12.9% are 'Somewhat Satisfied' and 5.4% are 'Not at all Satisfied'.

With respect to **'Walkways outside the mall'**, 27.2 % respondents are 'Extremely Satisfied', 25% are 'Very Satisfied', 29% are 'Quite Satisfied', 15.1% are 'Somewhat Satisfied' and 3.8% are 'Not at all Satisfied'.









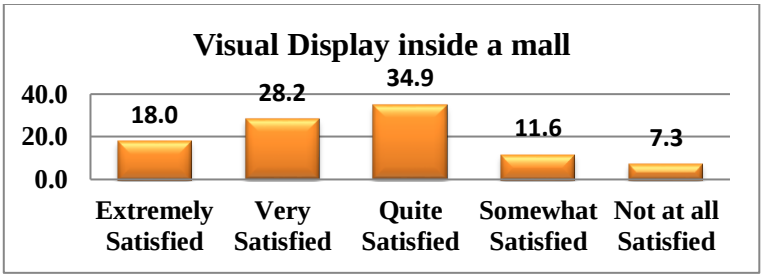
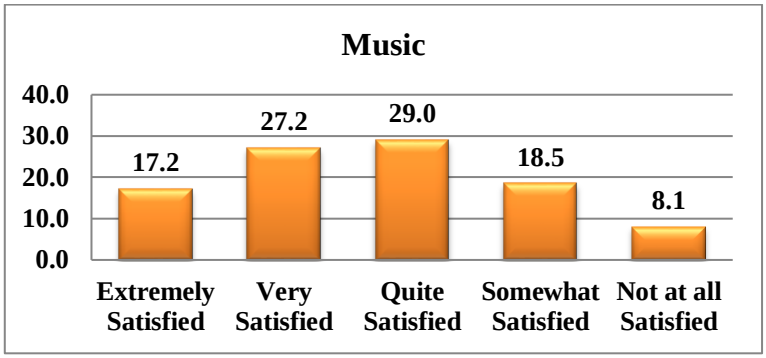
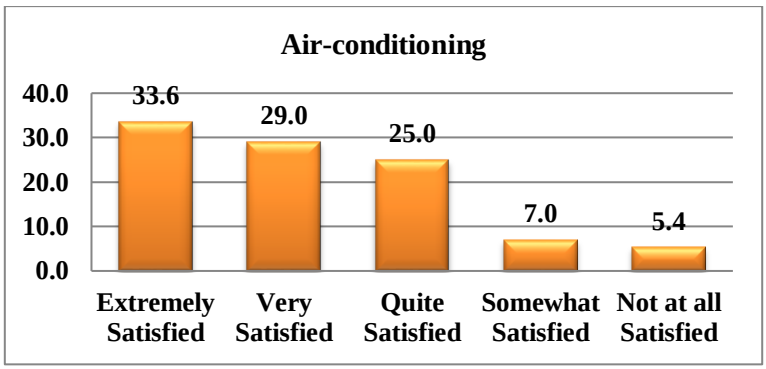
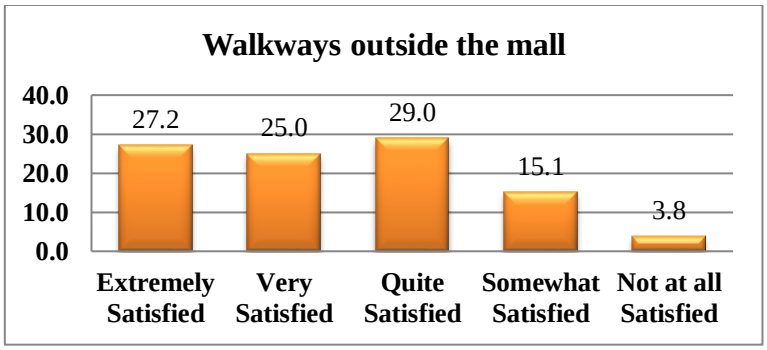


Figure 4.9 Customer Satisfaction with respect to Ambience of Shopping Malls of Rajasthan

Source Primary Data







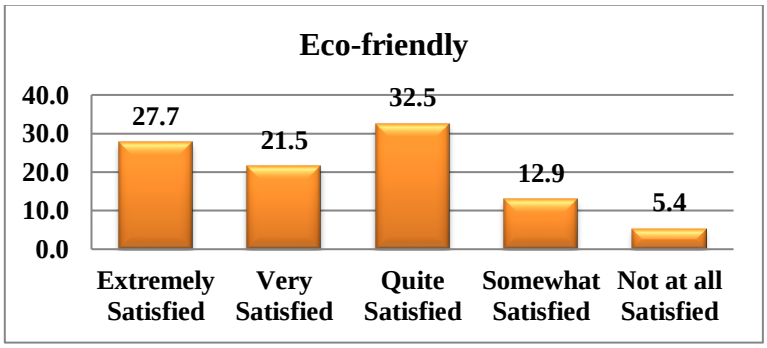


Figure 4.9 Customer Satisfaction with respect to Ambience of Shopping Malls of Rajasthan(Cont.)

Source Primary Data

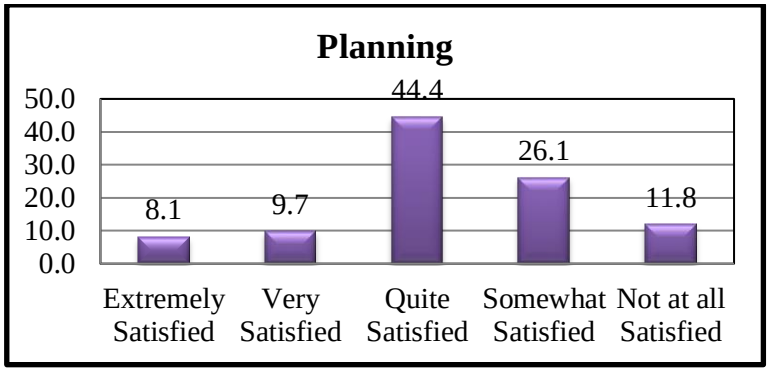
4.10 Customer Satisfaction with regard to Parking Arrangement in Shopping Malls of Rajasthan

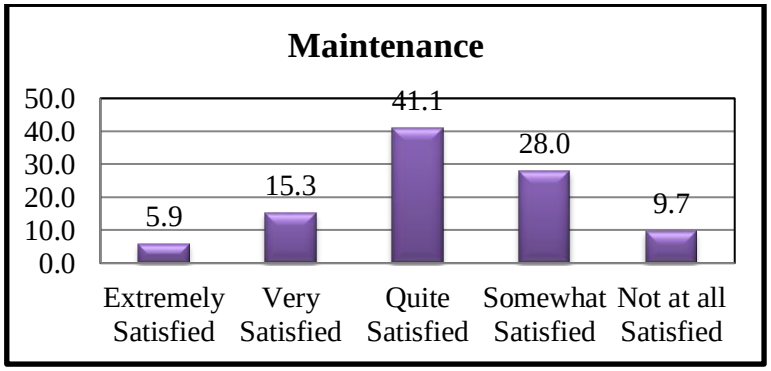
A relaxing and hassle-free shopping experience begins with a convenient parking arrangement. One of the essential features of a shopping mall is its own parking space and arrangement. One reason why shoppers prefer a shopping mall over the traditional market is the availability of safe and comfortable parking space and arrangement.

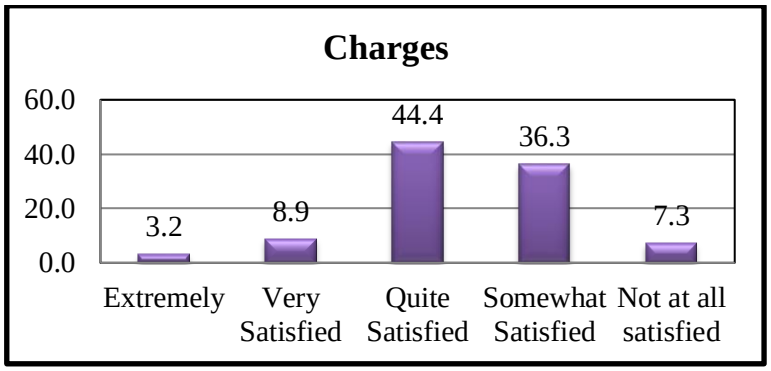
Table 4.10 Customer Satisfaction with respect to Parking Arrangement in Shopping Malls of Rajasthan

			Extremely Satisfied	Very Satisfied	Quite Satisfied	Somewhat Satisfied	Not at all Satisfied	Total
1	**Planning**	**Frequency**	30	36	**165**	97	44	372
		Percent	8.1	9.7	**44.4**	26.1	11.8	100
2	**Maintenance**	**Frequency**	22	57	**153**	104	36	372
		Percent	5.9	15.3	**41.1**	28.0	9.7	100
3	**Charges**	**Frequency**	12	33	**165**	135	27	372
		Percent	3.2	8.9	**44.4**	36.3	7.3	100
4	**Capacity**	**Frequency**	22	64	**147**	91	48	372
		Percent	5.9	17.2	**39.5**	24.5	12.9	100
5	**Security**	**Frequency**	35	64	**163**	68	42	372
		Percent	9.4	17.2	**43.8**	18.3	11.3	100

Source: Primary Data







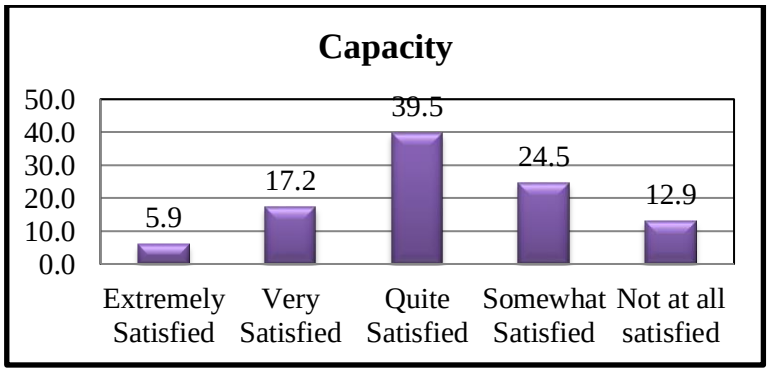


Figure 4.10 Customer Satisfaction with respect to Parking Arrangement in Shopping Malls of Rajasthan

Source Primary Data

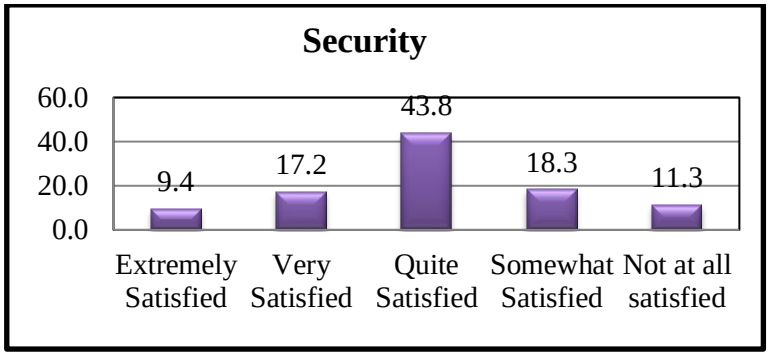


Figure 4.10 Customer Satisfaction with respect to Parking Arrangement in Shopping Malls of Rajasthan (Cont.)

Source Primary Data

The study collected customer satisfaction responses with respect to 'Parking Arrangement' on the grounds of its planning, maintenance, charges, capacity and security. The score of these individual features was added to form the sum score for '**Parking Arrangement'**, on which statistical tests were applied.

With respect to '**Planning'** of the Parking Space/Arrangement 8.1 % respondents are 'Extremely Satisfied', 9.7% are 'Very Satisfied', 44.4% are 'Quite Satisfied', 26.1% are 'Somewhat Satisfied' and 11.8% are 'Not at all Satisfied'.

With respect to **'Maintenance'** of the Parking Space/Arrangement 5.9 % respondents are 'Extremely Satisfied', 15.3% are 'Very Satisfied', 41.1% are 'Quite Satisfied', 28% are 'Somewhat Satisfied' and 9.7% are 'Not at all Satisfied'.

With respect to '**Charges'** of the Parking Space/Arrangement 3.2 % respondents are 'Extremely Satisfied', 8.9% are 'Very Satisfied', 44.4% are 'Quite Satisfied', 36.3% are 'Somewhat Satisfied' and 7.3% are 'Not at all Satisfied'.

With respect to **'Capacity'** of the Parking Space/Arrangement 5.9 % respondents are 'Extremely Satisfied', 17.2% are 'Very Satisfied', 39.5% are

‘Quite Satisfied’, 24.5% are ‘Somewhat Satisfied’ and 12.9% are ‘Not at all Satisfied’.

With respect to **‘Security’** of the Parking Space/Arrangement 9.4 % respondents are ‘Extremely Satisfied’, 17.2% are ‘Very Satisfied’, 43.8% are ‘Quite Satisfied’, 18.3% are ‘Somewhat Satisfied’ and 11.3% are ‘Not at all Satisfied’.

4.11 Customer responses with respect to facilities available in the Shopping Malls of Rajasthan

Shopping Mall aims to make shopping fun-filled. Shopping Mall is a one-stop solution to the various needs of a shopper. With other facilities like entertainment- related and convenience - related the shoppers would be more satisfied and will get time to spend more time with their family and friends.

Table 4.11 Customer Satisfaction with respect to Facilities in Shopping Malls of Rajasthan

			Extremely Satisfied	Very Satisfied	Quite Satisfied	Somewhat Satisfied	Not at all Satisfied	Total
1	**Restaurant**	Frequency	27	58	150	70	67	372
		Percent	7.3	15.6	40.3	18.8	18.0	100
2	**Multiplexes**	Frequency	26	98	147	72	29	372
		Percent	7.0	26.3	39.5	19.4	7.8	100
3	**ATMs**	Frequency	21	42	123	108	78	372
		Percent	5.6	11.3	33.1	29.0	21.0	100
4	**Kid's Play Area**	Frequency	21	42	123	108	78	372
		Percent	5.6	11.3	33.1	29.0	21.0	100
5	**Common Area**	Frequency	16	36	131	114	75	372
		Percent	4.3	9.7	35.2	30.6	20.2	100
6	**Restrooms**	Frequency	27	38	125	118	64	372
		Percent	7.3	10.2	33.6	31.7	17.2	100
7	**Disabled Friendly**	Frequency	17	45	102	86	122	372
		Percent	4.6	12.1	27.4	23.1	32.8	100
8	**Parking Spaces**	Frequency	21	68	155	90	38	372
		Percent	5.6	18.3	41.7	24.2	10.2	100
9	**Air-conditioning**	Frequency	51	101	162	42	16	372
		Percent	13.7	27.2	43.5	11.3	4.3	100
10	**Signage**	Frequency	13	73	118	108	60	372
		Percent	3.5	19.6	31.7	29.0	16.1	100
11	**Baby changing rooms**	Frequency	7	32	96	93	144	372
		Percent	1.9	8.6	25.8	25.0	38.7	100

With respect to availability of **'Restaurants'** or other eateries 7.3 % respondents are 'Extremely Satisfied', 15.6% are 'Very Satisfied', 40.3% are 'Quite Satisfied', 18.8% are 'Somewhat Satisfied' and 18% are 'Not at all Satisfied'.

With respect to availability of '**Multiplexes'** in a Shopping Mall 7% respondents are 'Extremely Satisfied', 26.3% are 'Very Satisfied', 39.5% are 'Quite Satisfied', 19.4% are 'Somewhat Satisfied' and 7.8% are 'Not at all Satisfied'.

With respect to facility of '**ATM**' machines in Shopping Mall 5.6% respondents are 'Extremely Satisfied', 11.3% are 'Very Satisfied', 33.1% are 'Quite Satisfied', 29% are 'Somewhat Satisfied' and 21% are 'Not at all Satisfied'.

With respect to availability of '**Kid's Play Area'** in a Shopping Mall 5.6% respondents are 'Extremely Satisfied', 11.3% are 'Very Satisfied', 33.1% are 'Quite Satisfied', 29% are 'Somewhat Satisfied' and 21% are 'Not at all Satisfied'.

With respect to availability of '**Common Area**' to sit/relax in a Shopping Mall 4.3% respondents are 'Extremely Satisfied', 9.7% are 'Very Satisfied', 35.2% are 'Quite satisfied', 30.6% are 'Somewhat Satisfied' and 20.2% are 'Not at all Satisfied'.

With respect to availability of '**Restrooms**' in a Shopping Mall 7.3% respondents are 'Extremely Satisfied', 10.2% are 'Very Satisfied', 33.6% are 'Quite Satisfied', 31.2% are 'Somewhat Satisfied' and 17.2% are 'Not at all Satisfied'.

With respect to availability of **'Disabled Friendly facilities'** like ramps, disabled-friendly restrooms, railings etc. in a Shopping Mall 4.6% respondents are 'Extremely Satisfied', 12.1% are 'Very Satisfied', 27.4% are 'Quite Satisfied', 23.1% are 'Somewhat Satisfied' and 32.8% are 'Not at all Satisfied'.

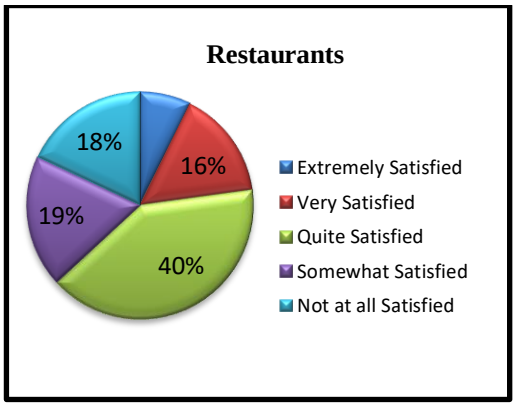
With respect to availability of '**Parking Spaces'** in a Shopping Mall 5.6% respondents are 'Extremely Satisfied', 18.3% are 'Very Satisfied', 41.7% are

‘Quite Satisfied’,24.2% are ‘Somewhat Satisfied’ and 10.2% are ‘Not at all Satisfied’.

With respect to the facility of ‘**Air-Conditioning’** in a Shopping Mall 13.7% respondents are ‘Extremely Satisfied’, 27.2% are ‘Very Satisfied’, 43.5% are ‘Quite Satisfied’, 11.3% are ‘Somewhat Satisfied’ and 4.3% are ‘Not at all Satisfied’.

With respect to availability of **‘Signage’** in a Shopping Mall 3.5% respondents are ‘Extremely Satisfied’, 19.6% are ‘Very Satisfied’, 31.7% are ‘Quite Satisfied’, 29% are ‘Somewhat Satisfied’ and 16.1% are ‘Not at all Satisfied’.

With respect to availability of ‘**Baby Changing Rooms’** in a Shopping Mall 1.9% respondents are ‘Extremely Satisfied’, 8.6% are ‘Very Satisfied’, 25.8% are ‘Quite Satisfied’, 25% are ‘Somewhat Satisfied’ and 38.7% are ‘Not at all Satisfied’.



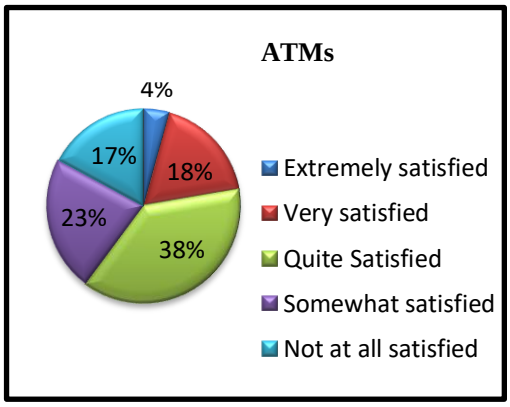


Figure 4.11 Customer Satisfaction with respect to Facilities in Shopping Malls of Rajasthan

Source: Primary Data

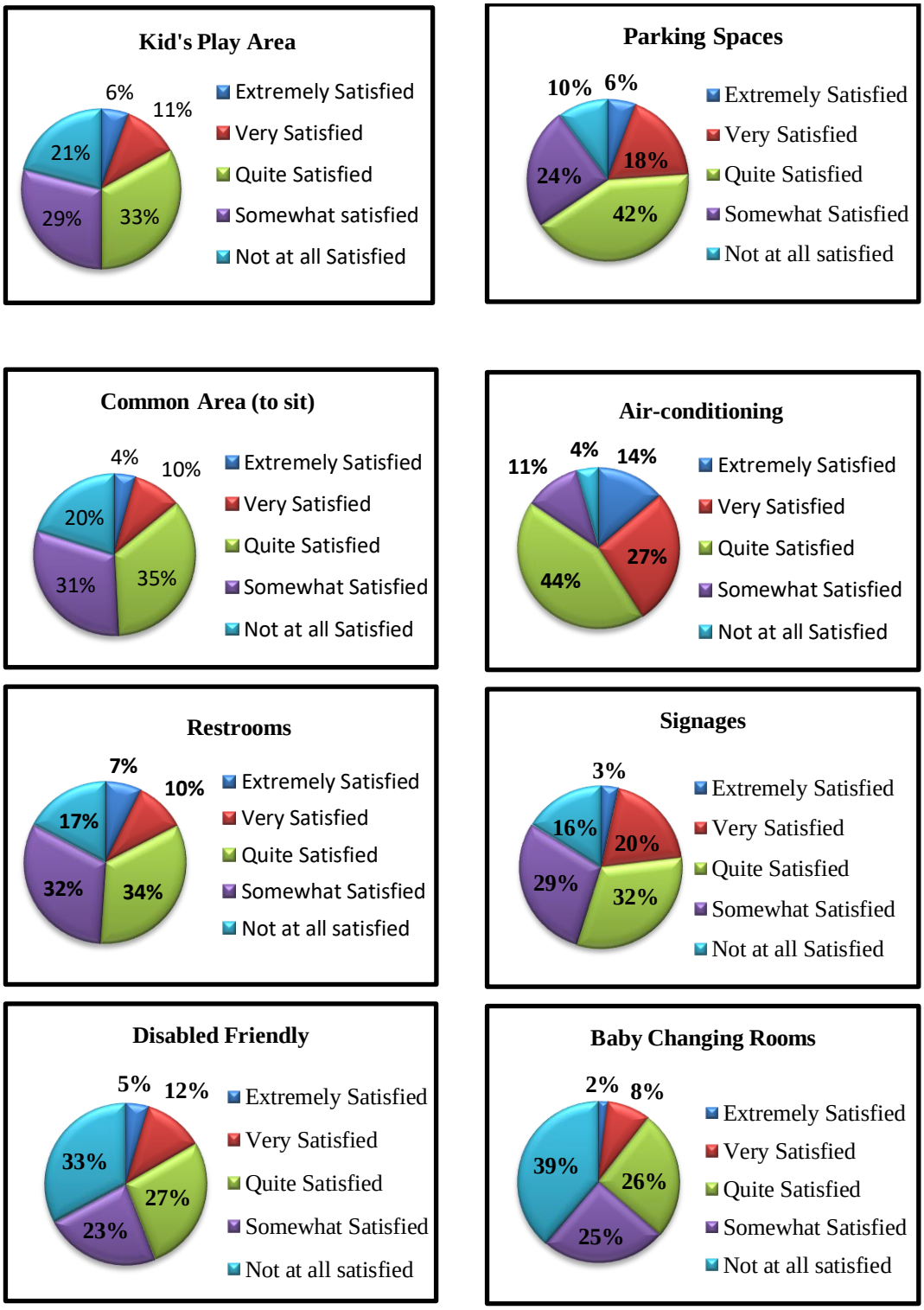


Figure 4.11 Customer Satisfaction with respect to Facilities in Shopping Malls of Rajasthan (Cont.)

Source Primary Data

4.12 Safety and Security Provisions

Table 4.12 Customer Satisfaction with respect to Safety and Security Provisions

			Extremely Satisfied	Very Satisfied	Quite Satisfied	Somewhat Satisfied	Not at all Satisfied	Total
1	Availability of Medical Assistance	Frequency	14	18	88	114	138	372
		Percent	3.8	4.8	23.7	30.6	37.1	100
2	Mock Drills evacuation in malls for security reasons)	Frequency	2	27	76	103	164	372
		Percent	.5	7.3	20.4	27.7	44.1	100
3	Availability of armed security personnel	Frequency	16	71	101	104	80	372
		Percent	4.3	19.1	27.2	28.0	21.5	100
4	Emergency exits	Frequency	30	65	138	81	58	372
		Percent	8.1	17.5	37.1	21.8	15.6	100
5	Handling of cases of Shoplifting(theft in stores)	Frequency	15	34	86	86	151	372
		Percent	4.0	9.1	23.1	23.1	40.6	100
6	Frisking with metal detectors	Frequency	102	83	88	64	35	372
		Percent	27.4	22.3	23.7	17.2	9.4	100
7	Safety while using restrooms	Frequency	51	65	156	68	32	372
		Percent	13.7	17.5	41.9	18.3	8.6	100
8	Reporting of suspicious activities(parking area and inside mall)	Frequency	15	27	87	112	131	372
		Percent	4.0	7.3	23.4	30.1	35.2	100
9	Safety while shopping alone	Frequency	12	24	92	95	149	372
		Percent	3.2	6.5	24.7	25.5	40.1	100
10	Safety provisions to leave small kids alone in play area while shopping	Frequency	13	27	68	42	222	372
		Percent	3.5	7.3	18.3	11.3	59.7	100

With respect to **'Availability of Medical Assistance'** in a Shopping Mall 3.8% respondents are 'Extremely Satisfied', 4.8% are 'Very Satisfied', 23.7% are 'Quite Satisfied', 30.6% are 'Somewhat Satisfied' and **37.3% are 'Not at all Satisfied'.**

With respect to **'Mock Drills'** conducted in a Shopping Mall 0.5% respondents are 'Extremely Satisfied', 7.3% are 'Very Satisfied', 20.4% are 'Quite Satisfied', 27.7% are 'Somewhat Satisfied' and **44.1% are 'Not at all Satisfied'.**

With respect to **'Availability of armed security personnel'** in a Shopping Mall 4.3% respondents are 'Extremely Satisfied', 19.1% are 'Very Satisfied', 27.2% are 'Quite Satisfied', **28% are 'Somewhat Satisfied'** and 21.5% are 'Not at all Satisfied'.

With respect to availability /awareness of **'Emergency Exits'** in a Shopping Mall 8.1% respondents are 'Extremely Satisfied', 17.5% are 'Very Satisfied', **37.1% are 'Quite Satisfied'**, 21.8% are 'Somewhat Satisfied' and 15.6% are 'Not at all Satisfied'.

With respect to handling of cases of **'Shoplifting'** in a Shopping Mall 4% respondents are 'Extremely Satisfied', 9.1% are 'Very Satisfied', **23.1% are 'Quite Satisfied'**, 23.1% are 'Somewhat Satisfied' and 40.6% are 'Not at all Satisfied'.

With respect to **'Frisking with metal detectors'** in a Shopping Mall 27.4% respondents are 'Extremely Satisfied', 22.3% are 'Very Satisfied', **23.7% are 'Quite Satisfied'**, 17.2% are 'Somewhat Satisfied' and 9.4% are 'Not at all Satisfied'.

With respect to **'Safety while using restrooms'** in a Shopping Mall 13.7% respondents are 'Extremely Satisfied', 17.5% are 'Very Satisfied', **41.9% are 'Quite Satisfied'**, 18.3% are 'Somewhat Satisfied' and 8.6% are 'Not at all Satisfied'.

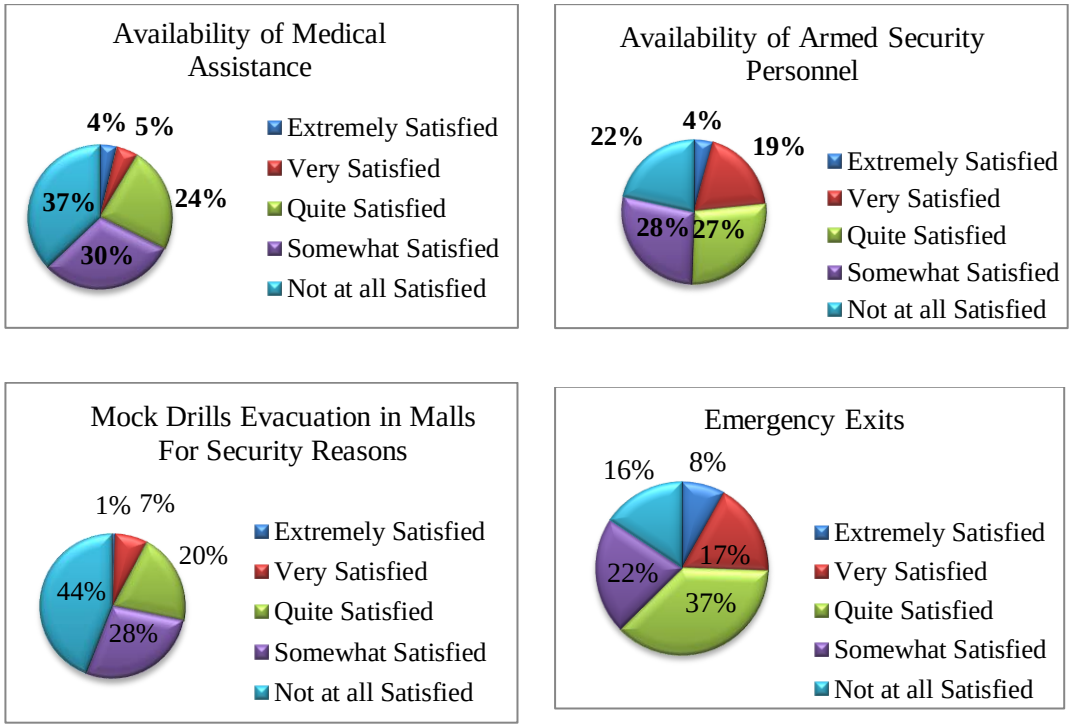
With respect to **'Reporting of suspicious activities'** in a Shopping Mall 4% respondents are 'Extremely Satisfied', 7.3% are 'Very Satisfied', 23.4% are

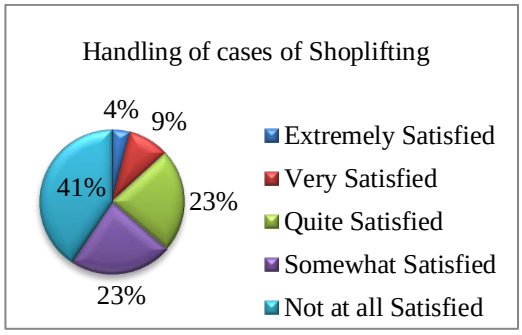
‘Quite Satisfied’, 30.1% are ‘Somewhat Satisfied’ and **35.2% are ‘Not at all Satisfied’.**

With respect to **‘Safety while shopping alone’** in a Shopping Mall 3.2% respondents are ‘Extremely Satisfied’, 6 .5 % are ‘Very Satisfied’, 24.7% are ‘Quite Satisfied’, 25.5% are ‘Somewhat Satisfied’ and **40.1% are ‘Not at all Satisfied’.**

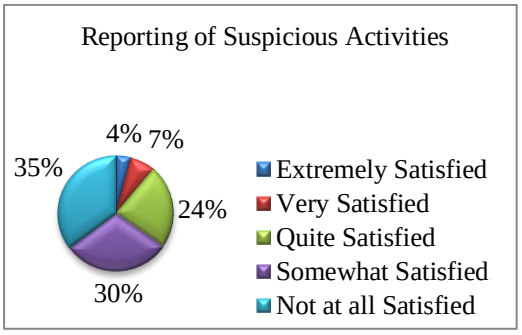
With respect to **‘Safety provisions with respect to children’** in a Shopping Mall 3.5% respondents are ‘Extremely Satisfied’, 7.3% are ‘Very Satisfied’, 18.3% are ‘Quite Satisfied’, 11.3% are ‘Somewhat Satisfied’ and **59.7% are ‘Not at all Satisfied’.**

Figure 4.12 Customer Satisfaction with respect to Safety and Security Provisions

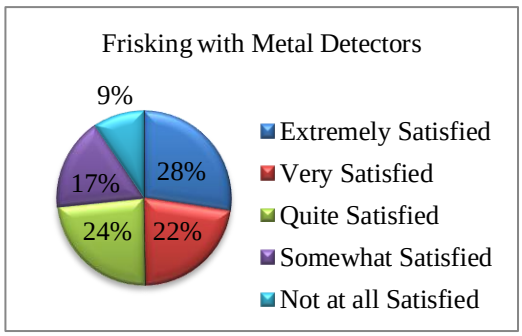




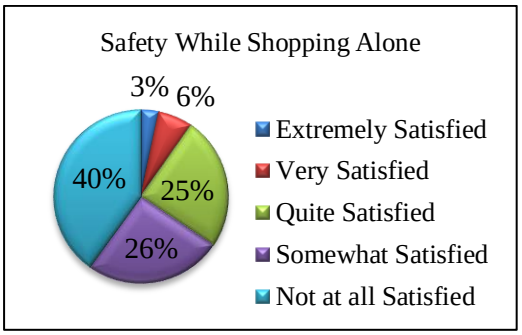
Source: Primary Data



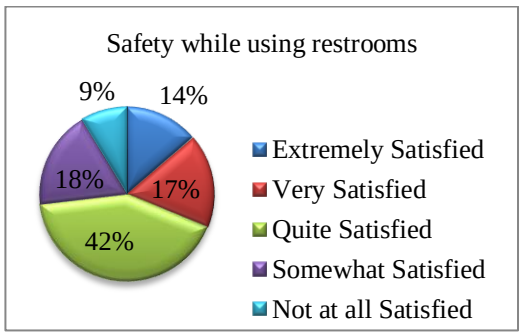
Source: Primary Data



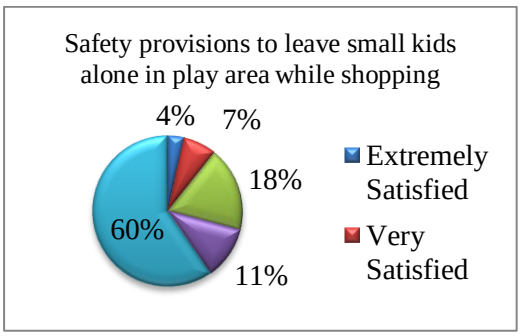
Source: Primary Data



Source: Primary Data



Source: Primary Data



Source: Primary Data

Figure 4.12 Customer Satisfaction with respect to Safety and Security Provisions (Cont.)

Source : Primary Data

4.13 Promotional Activities

Table 4.13 Customer Satisfaction with respect to Promotional Activities

			Extremely Satisfied	Very Satisfied	Quite Satisfied	Somewhat Satisfied	Not at all Satisfied	Total
1	**Gift with purchase**	Frequency	16	46	147	78	85	372
		Percent	4.3	12.4	39.5	21.0	22.8	100
2	**Gift Vouchers**	Frequency	13	49	147	111	52	372
		Percent	3.5	13.2	39.5	29.8	14.0	100
3	**Competitions**	Frequency	10	43	98	112	109	372
		Percent	2.7	11.6	26.3	30.1	29.3	100
4	**Lotteries**	Frequency	16	47	87	86	136	372
		Percent	4.3	12.6	23.4	23.1	36.6	100
5	**Festival Functions**	Frequency	28	49	121	87	87	372
		Percent	7.5	13.2	32.5	23.4	23.4	100
6	**Exhibitions**	Frequency	41	65	123	77	66	372
		Percent	11.0	17.5	33.1	20.7	17.7	100
7	**Shows**	Frequency	29	64	116	71	92	372
		Percent	7.8	17.2	31.2	19.1	24.7	100

Source: Primary Data

With respect to promotional/marketing activities like **'Gift with purchase'** in a Shopping Mall 4.3% respondents are 'Extremely Satisfied', 12.4% are 'Very Satisfied', **39.5% are 'Quite Satisfied'**, 21% are 'Somewhat Satisfied' and 22.8% are 'Not at all Satisfied'.

With respect to promotional/marketing activities like **'Gift Vouchers'** in a Shopping Mall 3.5% respondents are 'Extremely Satisfied', 13.2% are 'Very Satisfied', **39.5% are 'Quite Satisfied'**, 29.8% are 'Somewhat Satisfied' and 14% are 'Not at all Satisfied'.

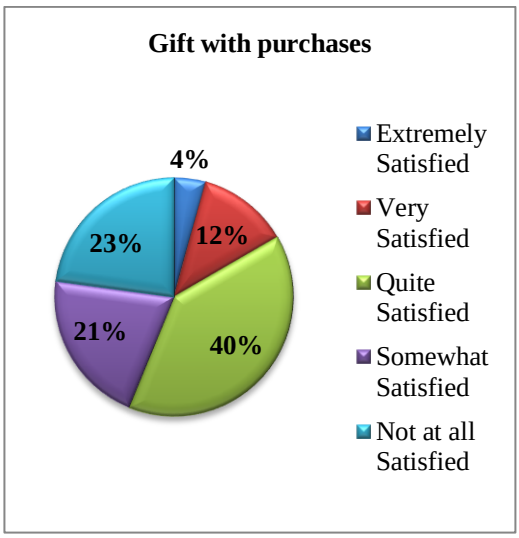
With respect to promotional/marketing activities like **'Competitions'** in a Shopping Mall 2.7% respondents are 'Extremely Satisfied', 11.6% are 'Very Satisfied', 26.3% are 'Quite Satisfied', **30.1% are 'Somewhat Satisfied'** and 29.3% are 'Not at all Satisfied'.

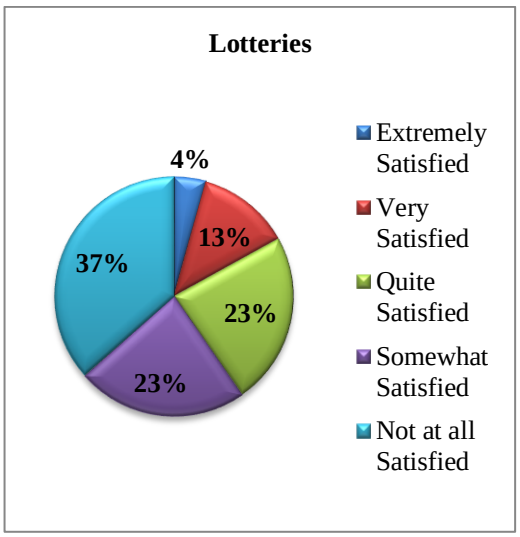
With respect to promotional/marketing activities like **'Lotteries/Lucky Draws'** in a Shopping Mall 4.3% respondents are 'Extremely Satisfied', 12.6% are 'Very Satisfied', 23.4% are 'Quite Satisfied', 23.1% are 'Somewhat Satisfied' and **36.6% are 'Not at all Satisfied'.**

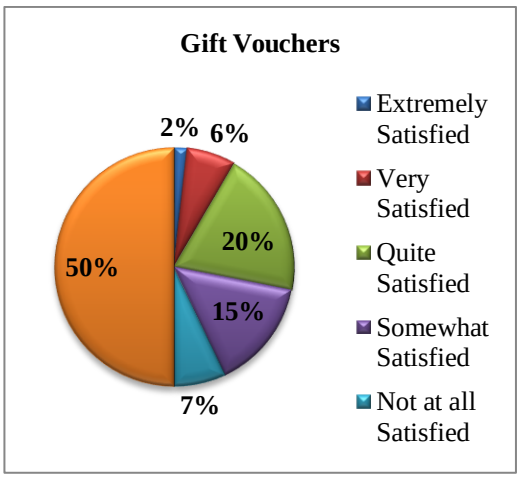
With respect to promotional/marketing activities like **'Festival Functions'** in a Shopping Mall 7.5% respondents are 'Extremely Satisfied', 13.2% are 'Very Satisfied', **32.5% are 'Quite Satisfied'**, 23.4% are 'Somewhat Satisfied' and 23.4% are 'Not at all Satisfied'.

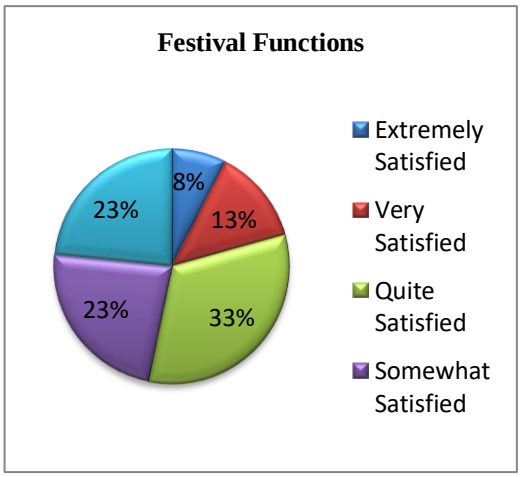
With respect to promotional/marketing activities like **'Exhibitions'** in a Shopping Mall 11% respondents are 'Extremely Satisfied', 17.5% are 'Very Satisfied',**33.1% are 'Quite Satisfied'**, 20.7% are 'Somewhat Satisfied' and 17.7% are 'Not at all Satisfied'.

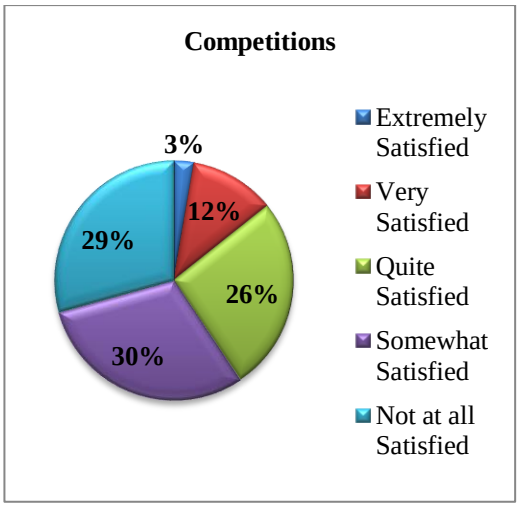
With respect to promotional/marketing activities like **'Shows'** in a Shopping Mall 7.8% respondents are 'Extremely Satisfied', 17.2% are 'Very Satisfied', **31.2% are 'Quite Satisfied'**, 19.1% are 'Somewhat Satisfied' and 24.7% are 'Not at all Satisfied'.

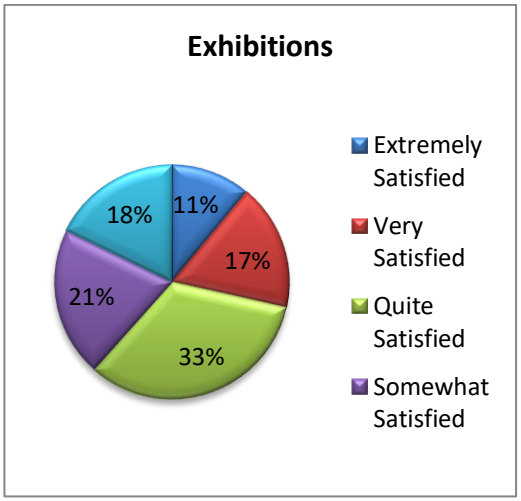

Gift with purchases
4%
12%
40%
21%
23%
Extremely Satisfied
Very Satisfied
Quite Satisfied
Somewhat Satisfied
Not at all Satisfied


Lotteries
4%
13%
23%
23%
37%
Extremely Satisfied
Very Satisfied
Quite Satisfied
Somewhat Satisfied
Not at all Satisfied


Gift Vouchers
2%
6%
20%
15%
7%
50%
Extremely Satisfied
Very Satisfied
Quite Satisfied
Somewhat Satisfied
Not at all Satisfied


Festival Functions
8%
13%
33%
23%
23%
Extremely Satisfied
Very Satisfied
Quite Satisfied
Somewhat Satisfied


Competitions
3%
12%
26%
30%
29%
Extremely Satisfied
Very Satisfied
Quite Satisfied
Somewhat Satisfied
Not at all Satisfied



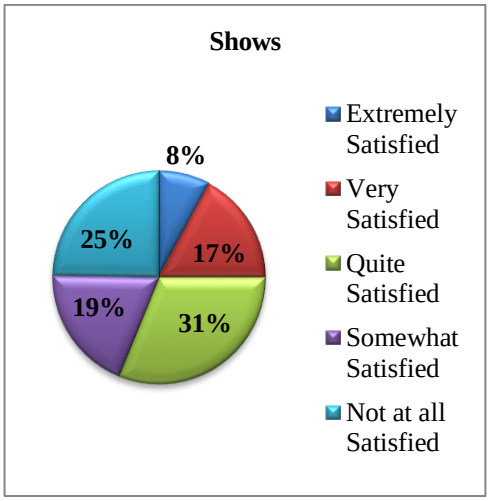


Figure 4.13 Customer Satisfaction with respect to Promotional Activities

Source: Primary Data

4.14 Customer's Preference for a Shopping Mall

Table 4.14 Parameters indicating preference for Shopping Malls

			Always	Often	Sometimes	Rarely	Never	Total
1	Frequency of purchase	Frequency	14	103	156	73	26	372
		Percent	3.8	27.7	41.9	19.6	7.0	100
2	Frequency of visit	Frequency	27	103	191	51	0	372
		Percent	7.3	27.7	51.3	13.7	0	100
3	Excitement to visit a mall	Frequency	28	83	141	74	46	372
		Percent	7.5	22.3	37.9	19.9	12.4	100
4	Recommend to others	Frequency	43	94	157	49	29	372
		Percent	11.6	25.3	42.2	13.2	7.8	100
5	Avg time spent (2-4 hours)	Frequency	72	90	136	47	27	372
		Percent	19.4	24.2	36.6	12.6	7.3	100
6	Distance as a deciding factor	Frequency	99	92	106	45	30	372
		Percent	26.6	24.7	28.5	12.1	8.1	100
7	Shopping Mall has enhanced shopping experience	Frequency	48	100	161	50	13	372
		Percent	12.9	26.9	43.3	13.4	3.5	100

			Always	Often	Sometimes	Rarely	Never	Total
8	**Shopping Malls offer better facilities than traditional markets**	Frequency	52	73	165	65	17	372
		Percent	14.0	19.6	44.4	17.5	4.6	100
9	**'Mall Visit' is a social outing**	Frequency	48	86	138	55	45	372
		Percent	12.9	23.1	37.1	14.8	12.1	100
10	**Price of Products/Services is reasonable in a Shopping Mall**	Frequency	16	80	190	51	35	372
		Percent	4.3	21.5	51.1	13.7	9.4	100
11	**Customer handling and customer service by retailers in a Shopping Mall**	Frequency	57	100	139	49	27	372
		Percent	15.3	26.9	37.4	13.2	7.3	100

Source: Primary Data

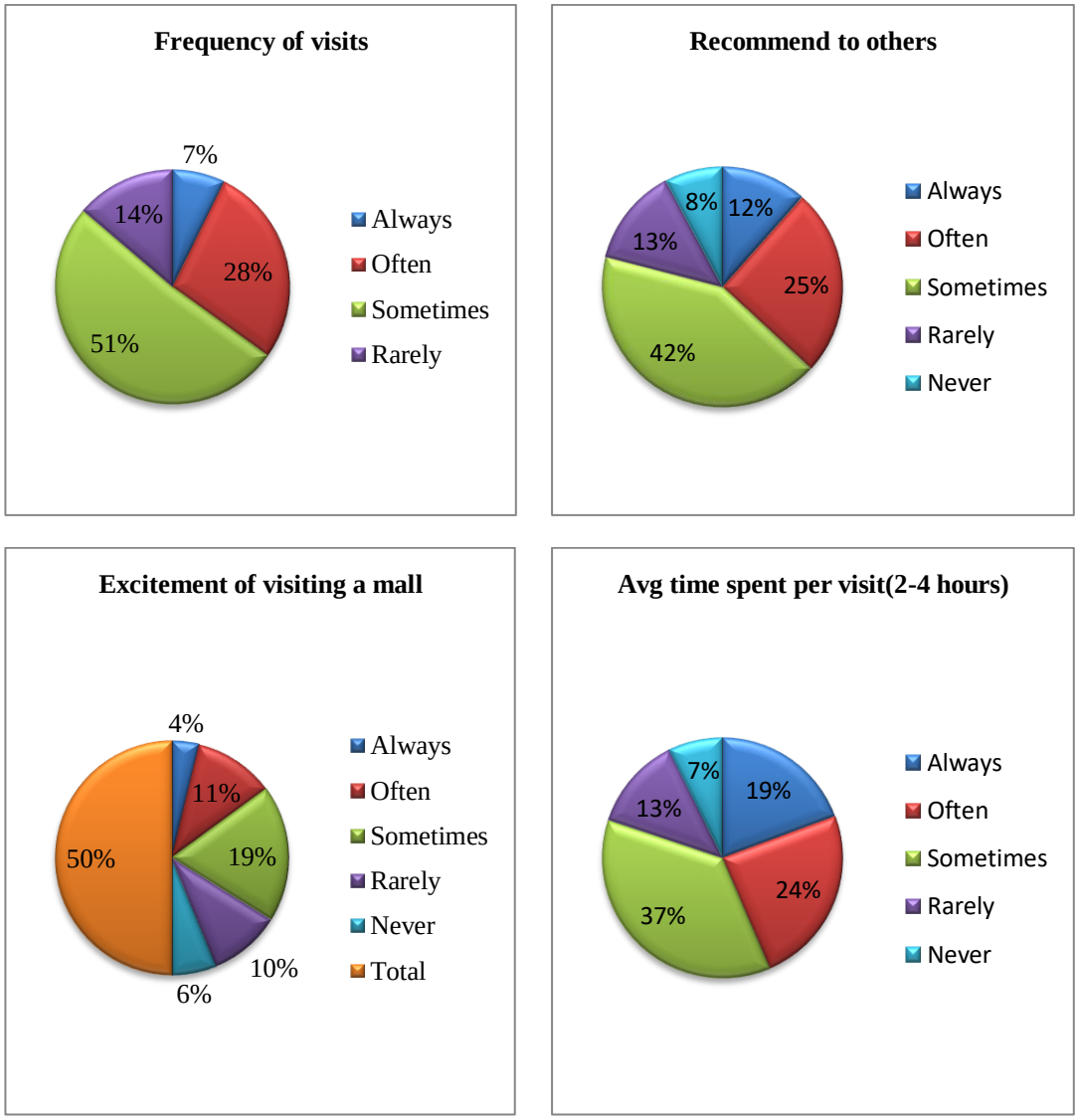


Figure 4.14 Customer's response towards parameters indicating preference for Shopping Malls
Source : Primary Data

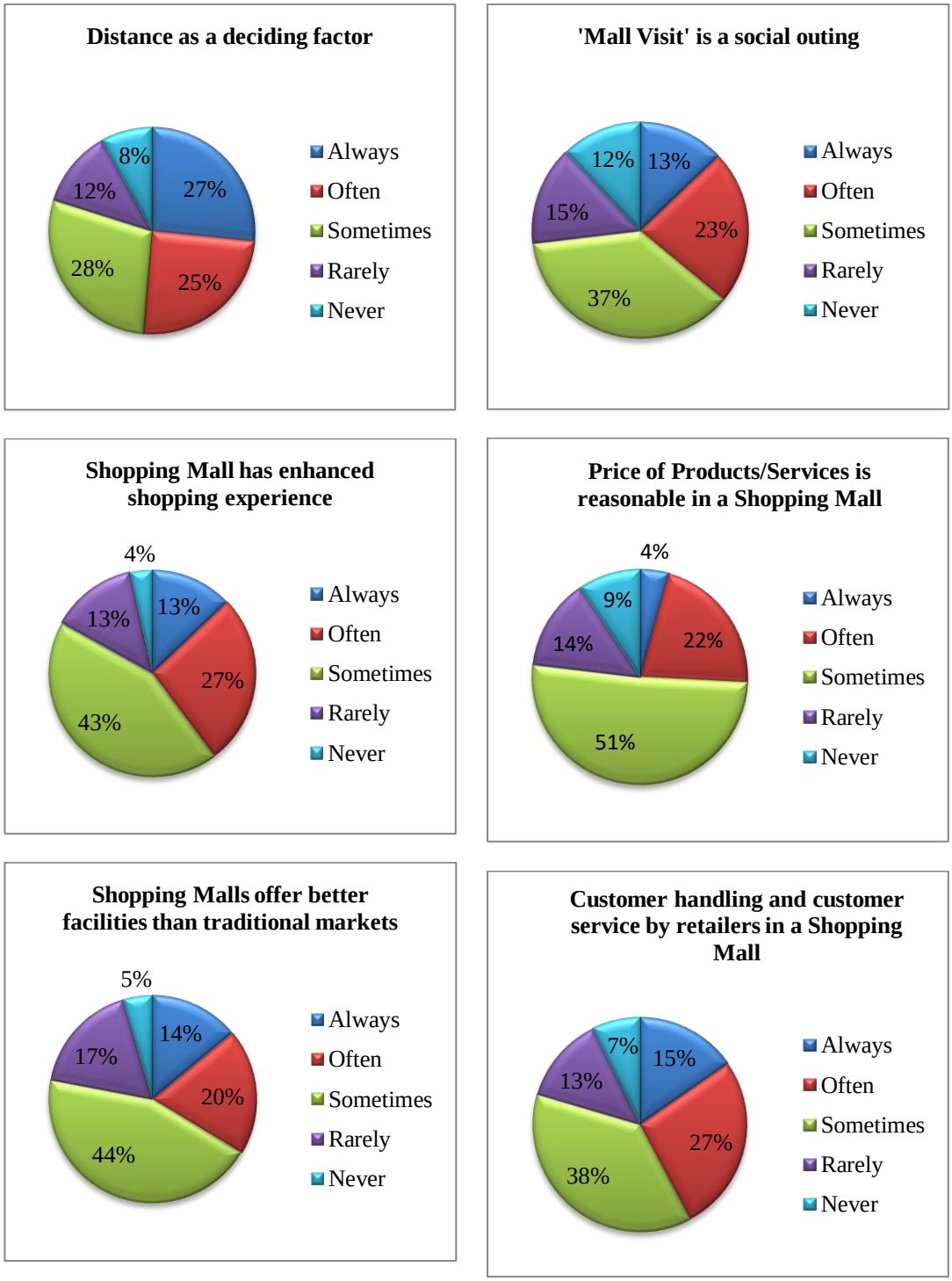


Figure 4.14 Customer's response towards parameters indicating preference for Shopping Malls
Source : Primary Data

Section B: Inferential Analysis

4.15 Reliability Statistics

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. Technically speaking, Cronbach's alpha is not a statistical test – it is a coefficient of reliability (or consistency).

Cronbach's alpha can be written as a function of the number of test items and the average inter-correlation among the items. Below, for conceptual purposes, we show the formula for the standardized Cronbach's alpha:

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N-1) \cdot \bar{c}}$$

Here N is equal to the number of items, c-bar is the average inter-item covariance among the items and v-bar equals the average variance.

Table 4.15 Reliability Test of the Variables on the basis of Customer Response

Name of Variable	Cronbach's Alpha	N of Items
Assortment of Stores	.819	12
Ambience	.886	09
Parking	.774	05
Facilities	.864	11
Safety Provisions	.678	10
Promotional Activities	.829	07
Preference for Shopping Malls	.792	11

Source: Output from SPSS

From the above table we can see that Cronbach's Alpha for all the variables, except Safety and Security Provisions is more than 0.7, which indicates a high level of internal consistency for this specific study.

4.16 Hypotheses Testing

H_{01} – There is no significant difference in the preference for Shopping Malls with respect to demographic variables.

H_{a1} - There is significant difference in the preference for Shopping Malls with respect to demographic variables

Table 4.16: Result of hypotheses testing of demographic variables

S.No.	Demographic Factors		Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis Accept/Reject
1	**Gender**	Between Groups	524.958	1	524.958	12.410	.000	**REJECT**
		Within Groups	15651.244	370	42.301			
		Total	16176.202	371				
2	**Age**	Between Groups	851.611	5	170.322	4.068	.001	**REJECT**
		Within Groups	15324.591	366	41.870			
		Total	16176.202	371				
3	**Marital Status**	Between Groups	283.602	2	141.801	3.292	.038	**REJECT**
		Within Groups	15892.599	369	43.069			
		Total	16176.202	371				
4	**Occupation**	Between Groups	730.728	4	182.682	4.341	.002	**REJECT**
		Within Groups	15445.474	367	42.086			
		Total	16176.202	371				
5	**Income**	Between Groups	737.595	4	184.399	4.383	.002	**REJECT**
		Within Groups	15438.607	367	42.067			
		Total	16176.202	371				
6	**Family Structure**	Between Groups	207.484	2	103.742	2.397	.092	**ACCEPT**
		Within Groups	15968.717	369	43.276			
		Total	16176.202	371				

Source: Output from SPSS

The above table illustrates the output of one-way ANOVA of various demographic variables run in SPSS through a vertical display. As per the field of statistics this statistical test is used, "to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups."

A one-way analysis of variance (ANOVA) was calculated on respondents' ratings of demographic variable namely, **gender, age, marital status, occupation and family structure**.

In the case of **gender**, the analysis was significant, F (1, 370) = 12.410, p = .000, $p < .05$, hence the null hypothesis was rejected. The minimum and maximum scores ranged

from 16-52 for male respondents and 15-49 for female respondents. Out of both genders, female respondents (*M* =29.58, *SD* = 5.961) prefer shopping from shopping malls more than Male respondents (*M* = 31.96, *SD* = 5.961).

With regard to **age**, the analysis was significant, *F* (5, 366) = 4.068, *p* = .001, p <*.05,* hence the null hypothesis was rejected. Out of the various age groups, Less than 20(M=34.19, SD=7.954), 20-30 years (M=30.90, SD= 6.740), 31-40 years (M= 30.03, SD= 5.458), 41-50 years(M=29.61,SD = 5.416), More than 50 years(M=30.27, SD= 7.802), the age group of 41-50 years has the lowest mean, thereby prefers shopping from shopping mall the most.

In case of **marital status**, the analysis was significant, *F* (2, 369) = 3.292, *p* = .038, *p* <*.05,* hence the null hypothesis is rejected. Out of the various categories, Single (M=32.12, SD=7.395), Married (M=30.19, SD= 6.073), Unmarried (M=30.83, SD=7.032). The married people have the lowest mean, thereby prefers shopping from shopping mall the most.

With respect to **Occupation**, the analysis was significant, *F* (4, 367) = 4.341, *p* = .002, *p* <*.05,* hence the null hypothesis is rejected. Out of the various categories of occupation, Business (M=30.61, SD=4.724), Professionals (M=27.14, SD=5.121), Housewife (M=28.90, SD= 6.349), Student (M= 34.22, SD=8.768) and Service (M=30.89, SD= 6.588). The professionals have the lowest mean, thereby indicating that they prefer shopping from shopping mall the most out of the various categories.

With regard the factor of respondent's **monthly income**, the analysis was significant, *F* (4, 367) = 4.383, *p* = .002, *p* <*.05,* hence the null hypothesis was rejected. Out of the various income categories, Less than 10000 (M=33.55, SD=7.922), 10,001-30,000 (M=30.29, SD= 6.633), 30,001-50,000 (M=31.30, SD= 6.374), 50,001-70,000 (M=30.90, SD=4.807) and More than 70,001 (M=28.29, SD= 6.301). The respondents who have a monthly income more than 70,001 have the lowest mean, thereby indicating that they prefer shopping from shopping mall the most out of the various categories.

But with regard to **family structure**, the analysis was not significant, *F* (2, 369) = 2.397, *p* = .092, *p* >*.05,* hence the null hypothesis was accepted.

In summary, there were statistically significant differences between group means of age, gender, marital status, occupation and income. Hence, the study proves that demographic

factors like age, gender, marital status, occupation and income have a significant effect on the respondent's preference for shopping mall, whereas there was no statistically significant difference between the group means of demographic factor like family structure, which proves that family structure that the respondents belong to does not have an effect on their preference for shopping mall.

Table 4.16.1 ANOVA - Gender

ANOVA					
Preference of Shopping Malls					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	524.958	1	524.958	12.410	.000
Within Groups	15651.244	370	42.301		
Total	16176.202	371			

Source: Output from SPSS

Table 4.16.2 ANOVA - Age

Preference for Shopping Malls					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	851.611	5	170.322	4.068	.001
Within Groups	15324.591	366	41.870		
Total	16176.202	371			

Source: Output from SPSS

Table 4.16.3 ANOVA – Marital Status

ANOVA					
Preference of Shopping Malls					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	283.602	2	141.801	3.292	.038
Within Groups	15892.599	369	43.069		
Total	16176.202	371			

Source: Output from SPSS

Table 4.16.4 ANOVA – Occupation

ANOVA					
Preference of Shopping Malls					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	730.728	4	182.682	4.341	.002
Within Groups	15445.474	367	42.086		
Total	16176.202	371			

Source: Output from SPSS

Table 4.16.5 ANOVA – Monthly Income

ANOVA					
Preference of Shopping Malls					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	737.595	4	184.399	4.383	.002
Within Groups	15438.607	367	42.067		
Total	16176.202	371			

Source: Output from SPSS

Table 4.16.6 ANOVA – Family Structure

ANOVA					
Preference of Shopping Malls					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	207.484	2	103.742	2.397	.092
Within Groups	15968.717	369	43.276		
Total	16176.202	371			

Source: Output from SPSS

4.17 Variables in Correlation Matrix

Figure 4.17 Variables in Correlation Matrix

Independent Variable (Mall Attributes)

1. **Assortment of Stores**
2. **Ambience**
3. **Parking Arrangement**
4. **Facilities (Entertainment and Convenience)**
5. **Safety and Security Provisions**
6. **Promotional Activities**
7. **Socialising**

Dependent Variables

1. **Preference for Shopping Mall**

Table 4.17.1 Descriptive Statistics of the Shopping Mall Attributes

Independent Variables	Mean	Std. Deviation	N

Socialising	9.00	2.211	372
Assortment of Stores	28.80	7.608	372
Ambience	21.34	7.485	372
Parking Arrangement	16.06	3.686	372
Facilities (Convenience and Entertainment)	36.65	7.457	372
Safety and Security Provisions	35.94	5.737	372
Promotional activities	24.24	5.666	372
Preference for Shopping Mall	30.81	6.603	372

Source: Output from SPSS

Table 4.17.2 Correlation Matrix

		Socialising	Assortment of Stores	Ambience	Parking Arrangement	Facilities	Safety Provisions	Promotional activities	Preference for Shopping Malls
Preference for Shopping Mall	Pearson Correlation	.256**	.317**	.491**	.101	.093	.077	.259**	1
	Sig. (2-tailed)	.000	.000	.000	.053	.073	.139	.000	
	N	372	372	372	372	372	372	372	372
**. Correlation is significant at the 0.05 level (2-tailed).									

Source: Output from SPSS

Inference from Correlation Matrix:

A "Pearson correlation coefficient" was computed to assess the relationship between consumer's satisfaction with respect to the seven Shopping Mall attributes(independent variables) like assortment of stores, ambience, facilities, parking arrangement, safety and security provisions, socialising and promotional activities and their preference for a shopping mall(dependent variable). The data from 372 active mall goers was used in the computation. The results suggest that all the seven attributes taken in the study had a positive correlation and 4 out of 7 independent variables were statistically significant and were greater or equal to r (372) = +.256, p<.05, two –tailed.

Correlation analysis shows that the highest positive correlation is between **Ambience of Shopping Mall** and Preference for a Shopping Mall, r = 0.491, n = 372, p = .000. Thus

rejecting the null hypothesis and accepting the alternate hypothesis i.e. **H_{a3} There is a significant association between ambience of the shopping mall and customer's preference for a Shopping Mall.**

Correlation analysis shows the second strongest and statistically significant positive correlation is between **Assortment of Stores** and Preference for a Shopping Mall, r = 0.317, n = 372, p = .000. Thus, rejecting the null hypothesis and accepting the alternate hypothesis i.e. **H_{a2} – There is a significant association between assortment of stores in a shopping mall and customer's preference for a Shopping Mall.**

Correlation analysis shows that the next strongest statistically significant positive correlation between is between **Promotional Activities** at Shopping Mall and Preference of a Shopping Mall, r = 0.259, n = 372, p = 0.000. Thus, rejecting the null hypothesis and accepting the alternate hypothesis i.e. **H_{a8} - There is a significant association between Promotional Activities at a shopping mall and customer's preference for a shopping mall.**

Lastly, the correlation analysis shows that the strongest statistically significant positive correlation is between **Socialising Aspect** and Preference of a shopping mall, r = 0.256, n = 372, p = 0.000. Thus, rejecting the null hypothesis and accepting the alternate hypothesis i.e.**H_{a7} -There is a significant association between Socialising Aspect at a shopping mall and customer's preference for a shopping mall.**

Through, the correlation analysis also shows positive correlation between **Parking Arrangement** and Preference of a shopping mall, r = 0.101, n = 372, p = 0.053, but the p value is not significant. Thus accepting the null hypothesis i.e. **H_{04} - There is no significant association between parking arrangement and customer's preference for a Shopping Mall.**

The correlation analysis also shows moderate positive correlation between **Safety and Security Provisions** and Preference of a shopping mall, r = 0.077, n = 372, p = 0.139, but the p value is not significant. Thus accepting the null hypothesis i.e. **H_{05} - There is no significant association between safety provisions and customer's preference for a Shopping Mall.**

The correlation analysis also shows positive correlation between **Facilities** (Convenience and Entertainment) and Preference of a shopping mall, r = 0.093, n = 372, p = 0.073, but the p value is not significant. Thus accepting the null hypothesis i.e. **H_{06} - There is**

no significant association between facilities and customer's preference for a Shopping Mall.

To sum up, out of all the attributes of a shopping mall taken in the study, there was a statistically significant positive correlation between Shopping Mall attributes (IDV): Assortment of Stores, Ambience, Promotional Activities and Socialising and Preference for Shopping Malls (DV). **Increase in satisfaction of shopping mall goers with respect to Assortment of Stores in a Shopping Mall, Ambience of a Shopping Mall, Promotional Activities and Socialising Aspect in a Shopping Mall were correlated with increase in Preference of Shopping Malls.**

Table 4.17.3 Result of Hypothesis Testing

S.No.	Preference for Shopping Mall is associated with following Shopping Mall Attributes	Pearson Correlation	Sig.	Null Hypothesis Accept/Reject
1	Assortment of Stores	.317**	.000	REJECT
2	Ambience	.491**	.000	REJECT
3	Parking Arrangement	.101	.053	ACCEPT
4	Facilities (Convenience & Entertainment)	.093	.073	ACCEPT
5	Safety & Security Provisions	.077	.139	ACCEPT
6	Promotional Activities	.259**	.000	REJECT
7	Socialising	.256**	.000	REJECT

Source : Output from SPSS

4.18 Multiple Regression Analysis

Figure below shows the variation in the customer's preference for shopping malls in Rajasthan. Multiple Regression Analysis is used to study the impact and extent of each correlated Shopping Mall Attributes on the Customer's Preference for Shopping Malls.

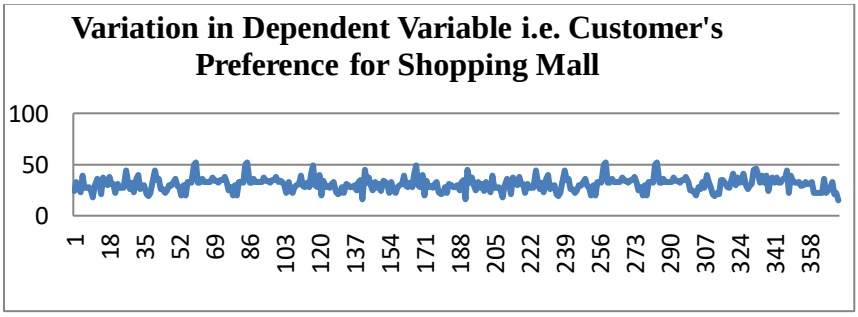


Figure 4.18.1 Variation in Dependent Variable
Source: Output from SPSS

Correlated Shopping Mall Attributes (Independent Variable)

1. **Assortment of Stores**
2. **Ambience**
3. **Promotional Activities**
4. **Socialising**

Dependent Variables

1. **Preference for Shopping Mall**

Figure 4.18.2 Co-related variables used in Multiple Regression Model

Step-wise Multiple Linear Regression

When stepwise process is selected for finding Multiple Linear Regression in SPSS, it will **include only significant predictors** in the regression model i.e. only those variables will be included that have a significant contribution. Those variables which do not contribute uniquely to predicting Preference for Shopping Mall will not enter the regression equation. Therefore, Step-wise Multiple Linear Regressions:

1. Finds the predictor that contributes most to predicting the outcome variable and add it to the regression model if its p-value is below a certain threshold (usually 0.05).
2. Inspects the p-values of all predictors in the model. Remove predictors from the model if their p-values are above a certain threshold (usually 0.10);
3. Repeats this process until 1) all "significant" predictors are in the model and 2) no "non significant" predictors are in the model.

Table 4.18.1 Descriptive Statistics of the correlated Shopping Mall Attributes

Descriptive Statistics			
	Mean	**Std. Deviation**	**N**
Preference for Shopping Mall	30.81	6.603	372
Assortment of Stores	28.80	7.608	372
Ambience	21.34	7.485	372
Promotional Activities	24.24	5.666	372
Socialisation	9.00	2.211	372

Source: Output from SPSS

Table 4.18.2 Model Summary

Model Summary[e]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.491[a]	.241	.239	5.760	
2	.542[b]	.293	.290	5.566	
3	.568[c]	.323	.317	5.456	
4	.578[d]	.334	.327	5.418	1.587
a. Predictors: (Constant), Ambience of a Shopping Mall					
b. Predictors: (Constant), Ambience of a Shopping Mall, Promotional activities at a Shopping Mall					
c. Predictors: (Constant), Ambience of a Shopping Mall, Promotional activities at a Shopping Mall, Socialising					
d. Predictors: (Constant), Ambience of a Shopping Mall, Promotional activities at a Shopping Mall, Socialising, Assortment of Stores in a Shopping Mall					
e. Dependent Variable: Preference for Shopping Mall					

Source: Output from SPSS

In the above Model Summary table, adding each predictor leads to a better predictive

R

"R is the square root of R-Squared and is the correlation between the observed and predicted values of dependent variable i.e. in this study **R** is simply the Pearson correlation between the actual and predicted values for preference for Shopping Mall"

R Square

"This is the proportion of variance in the dependent variable ". In this study it refers to Preference for Shopping Mall which can be explained/accounted by the independent variables taken in this model i.e. Assortment of Stores, Ambience, Promotional Activities and Socialisation**.** This is an overall measure of the strength of association and does not reflect the extent to which any particular independent variable is associated with the dependent variable.

Adjusted R-square

"This is an adjustment of the R-squared that penalizes the addition of extraneous predictors to the model. Adjusted R-squared is computed using the formula 1 – ((1 – Rsq)((N – 1) /(N – k – 1)) where k is the number of predictors."

Std. Error of the Estimate

"This is also referred to as the root mean squared error. It is the standard deviation of the error term and the square root of the Mean Square for the Residuals in the ANOVA table."

Out of the suggested four Regression models, **Model number 4 has the highest R Square value, i.e. 0.334 which means that Shopping Mall Attributes taken in this particular model of the study explains 33.4% of the variability that has an impact on the Preference of Shopping Malls.**

The next table is the **ANOVA** table, that is shown below, this table reports how well the regression equation fits the data (i.e. predicts the dependent variable)

Table 4.18.3 Table of ANOVA in Multiple Regressions

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3901.460	1	3901.460	117.603	.000[b]
	Residual	12274.741	370	33.175		
	Total	16176.202	371			
2	Regression	4745.587	2	2372.793	76.598	.000[c]
	Residual	11430.615	369	30.977		
	Total	16176.202	371			
3	Regression	5220.318	3	1740.106	58.449	.000[d]
	Residual	10955.883	368	29.771		
	Total	16176.202	371			
4	Regression	5402.615	4	1350.654	46.010	.000[e]
	Residual	10773.587	367	29.356		
	Total	16176.202	371			

Source: Output from SPSS

The F-ratio in the above ANOVA table tests whether the regression model is a good fit for the data. **The table shows that the Shopping Mall Attributes (independent variables) taken in this study i.e. Assortment of Stores, Ambience, Socialisation and Promotional Activities statistically significantly predict the Preference for Shopping Malls(Dependent Variable).** That is, there is a significant causal impact of these independent variables on the dependent variable. All the factors have p value (sig.value) that is less than 0.05, which means that the regression model in a good fit for the data taken in this

study. Evidently, the above ANOVA table indicates that all the four regression models predict the dependent variable significantly well ($p < 0.05$) i.e. it is a good fit for the data.

The coefficients table illustrates that "SPSS performed 4 steps, adding one predictor in each." Usually the final model is reported. The **Coefficients** table provides the necessary information to predict Preference for Shopping Malls from Assortment of Stores, Ambience, Socialising Aspect and Promotional Activities.

Table 4.18.4 Table of Coefficients in Multiple Regressions

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	21.568	.903		23.873	.000	19.791	23.344
	Ambience	.433	.040	.491	10.844	.000	.355	.512
2	(Constant)	15.372	1.473		10.433	.000	12.474	18.269
	Ambience	.420	.039	.477	10.871	.000	.344	.497
	Promotional activities	.267	.051	.229	5.220	.000	.166	.367
3	(Constant)	11.670	1.716		6.799	.000	8.294	15.045
	Ambience	.403	.038	.457	10.559	.000	.328	.478
	Promotional activities	.242	.050	.208	4.792	.000	.143	.341
	Socialising	.519	.130	.174	3.993	.000	.264	.775
4	**(Constant)**	**10.042**	**1.825**		**5.502**	**.000**	**6.453**	**13.631**
	Ambience	**.365**	**.041**	**.414**	**8.921**	**.000**	**.284**	**.445**
	Promotional activities	**.224**	**.051**	**.193**	**4.434**	**.000**	**.125**	**.324**
	Socialising	**.516**	**.129**	**.173**	**3.992**	**.000**	**.262**	**.770**
	Assortment of Stores	**.101**	**.040**	**.116**	**2.492**	**.013**	**.021**	**.180**
a. Dependent Variable: Preference for Shopping Mall								

Source: Output from SPSS

Unstandardised coefficients indicate how much the dependent variable varies with an independent variable when all the other independent variables are held constant. Furthermore, the values in the "**B**" column under the "**Unstandardized Coefficients**" column can be used to form the equation.

The above table shows that Socialising (Socialising) has a sig. value of 0.000, which is less than 0.05; thus it indicates that Socialising as an attribute of Shopping Malls has a statistically significant impact on the respondent's Preference for Shopping Malls.

The next Shopping Mall attribute taken in the model, Assortment of Stores has a sig. value of 0.012, which is less that 0.05; hence it indicates that this attribute has a statistically significant impact on the respondent's Preference for a Shopping Mall.

The next Shopping Mall attribute taken in the model, Ambience of Shopping Mall has a sig. value of 0.000, which is less that 0.05; hence it indicates that this attribute has a statistically significant impact on the respondent's Preference for a Shopping Mall.

The last Shopping Mall attribute taken in the model, the Promotional Activities that take place in the controlled environment of a Shopping Mall has a sig. value of 0.000, which is less that 0.05; hence it clearly indicates that this attribute has a statistically significant impact on the respondent's Preference for a Shopping Mall.

The **unstandardized coefficients** and the constant help in predicting Preference for Shopping Mall

Precisely,

$$\mathbf{Y' = 10.042 + 0.365 * x_1 + 0.224 * x_2 + 0.516 * x_3 + 0.101 * x_4}$$

Where,

Y' = Predicted Preference for Shopping Mall

x_1 = Ambience of Shopping Mall

x_2 = Promotional Activities

x_3 = Socialising

x_4 = Assortment of Stores

This means that the respondent's/shopper's who score 1 point higher on Ambience of Shopping Mall will on average score 0.365 points higher on Preference for Shopping Mall. Importantly, all predictors contribute *positively* (rather than negatively) to Preference for Shopping Mall. This makes sense because they are all positive Shopping Mall attributes.

Table 4.18.5 Table of Excluded Variables in Multiple Regressions

Excluded Variables[a]						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Assortment of Stores	.151[b]	3.110	.002	.160	.853
	Promotional activities	.229[b]	5.220	.000	.262	.996
	Socialising	.200[b]	4.487	.000	.227	.985
2	Assortment of Stores	.118[c]	2.488	.013	.129	.836
	Socialising	.174[c]	3.993	.000	.204	.970
3	Assortment of Stores	.116[d]	2.492	.013	.129	.836

a. Dependent Variable: Preference for Shopping Mall
b. Predictors in the Model: (Constant), Ambience of a Shopping Mall
c. Predictors in the Model: (Constant), Ambience of a Shopping Mall, Promotional activities at a Shopping Mall
d. Predictors in the Model: (Constant), Ambience of a Shopping Mall, Promotional activities at a Shopping Mall, Socialising

Source: Output from SPSS

Table 4.18.6 Table of Residual Statistics in Multiple Regressions

Residuals Statistics[a]					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	21.79	43.94	30.81	3.816	372
Residual	-13.648	19.182	.000	5.389	372
Std. Predicted Value	-2.365	3.440	.000	1.000	372
Std. Residual	-2.519	3.540	.000	.995	372
a. Dependent Variable: Preference for Shopping Malls					

Source: Output from SPSS

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CHAPTER 5

CONCLUSION

This chapter intends to bring forth the findings of the study by descriptive analysis, inferential analysis and researcher's observations on the field. It tries to sum up the contribution of this research work in the real-life situations.

Shopping Mall is indeed an exciting place to be. However, what makes it fascinating to the people of Rajasthan has to be explored. Shopping Malls are the epitome of organised retail, but they are also the products of Realty sector. Hence, the success of a Shopping Mall is a joint venture of both retail sector and realty sector.

Through, the Shopping Malls are facing fierce competition from e-Commerce, but they are here to stay. It is too early to call them off. In fact, the people of Rajasthan love shopping from actual shops and are hesitant to depend entirely on online shopping because of their fondness for shopping as a 'recreational activity' and the fear of being cheated through online shopping. For them the 'tangibility aspect' while shopping is essential, they like to check and feel the goods before they buy it. Therefore, the 'brick and mortar' concept of retail is here to stay and in fact flourish in Rajasthan.

Still, the first love when it comes to shopping for the people of Rajasthan are the traditional markets in their respective cities. However, due to the growing traffic menace, favourable digital payment modes, shortage of time and parking issues, they have started to move their interests from the traditional to the modern formats of retail stores. These changes in lifestyle play a significant role for the growing preference for Shopping Malls in Rajasthan.

Shopping Malls aim to transform the regular chore of shopping to a more convenient, less-tiresome and entertaining social activity.

5.1 Findings

- **One of the objectives of this study was to find out which demographic factors play a role in determining the customer's preference for shopping malls. With the use of Analysis of Variance (ANOVA), it was found that the preference for Shopping Malls varies on the basis of Gender, Age, Marital Status, Occupation and Income.**
- **The results suggest that all the seven attributes taken in the study had a positive correlation and 4 out of 7 independent variables were statistically significant and were greater or equal to r (372) = +.256, p<.05, two-tailed. Shopping Mall attributes like Ambience, Assortment of Stores, Promotional Activities and Socialisation Aspect have a statistically significant correlation (mentioned in the order of the degree of correlation – high to low).**
- **The study shows that most of the respondents belong to nuclear family setup. Evidently, the tradition of joint families /extended families is dwindling in Rajasthan. The growth of nuclear families and more women joining the workforce is a reason for the growth and need of shopping malls in Rajasthan.**
- **Most of the respondents prefer making payments in cash. Even after demonetisation on Nov 8th, 2016, credit card and debit card were least used as the mode of payment by the respondents while shopping in a shopping mall. The reason for such a financial behaviour of the respondents can be because of the fear of theft and sharing of the password. Also, maybe the respondents do not possess a credit card/debit card. This data hints about the lack of financial literacy and financial inclusion in the state of Rajasthan.**
- **More than 78% of the respondents spend more than Rs. 2500 per mall visit and more than 90 % are willing to travel 2-5 km to reach to a mall of their preference. This means that most of the respondents are serious mall visitors and shoppers. This is important information that can help mall managers and retailers in 'catchment area analysis' while devising segmentation and positioning strategies of a shopping mall.**
- **The study shows that more than half (59%) of the respondents are not regular visitors. They prefer visiting a shopping mall on a monthly basis.**

Therefore, the shopping malls in Rajasthan are yet to the destinations to be explored. Here lies the potential can be tapped by the mall developers and retailers.

- **According to the finding, the respondents find family and friends as their most preferred companions while visiting the shopping mall.**
- **The results of the study show that 68.6 % prefer shopping from the stores. In Rajasthan's, the 'sense of touch' is indispensable in retail: picking up products, feeling the fabric and other tactile experiences are integral to the shopper's overall shopping experience.**
- **Females prefer shopping from Shopping Malls more than their male counterparts. These results substantiate Kuruvilla et al. (2009) that showed women to have a more positive attitude toward shopping from a mall.**
- **While going to the traditional shopping centres and markets, parking has become a menace for the shoppers due to the paucity of parking space and arrangements. One of the prime reasons for shoppers to prefer a mall these days is because of the availability of hassle-free parking area. In this present study, most of the respondents are not very satisfied with the parking arrangements in the shopping mall. The highest i.e. 82.2 % of the respondents are very satisfied with respect to overall planning of the parking lot , 78.7 % are not very satisfied with maintenance of the parking space, 72.9 % was not very satisfied with the capacity, 73.3 % are not very satisfied with security aspects of the parking lots and 87.9% are not very satisfied with the parking charges.**
- **Rajasthan is undoubtedly at the cusp of Retail Revolution. All the major cities of the state are fulfilling the favourable demographic profile that can act as the perfect catalyst for this booming sector.**
- **The Government of Rajasthan is organising several programmes like Resurgent Rajasthan to entice big retailers, thereby, promoting the formation of constructive Organised Retail Industry.**
- **According to the present study, most of the respondents are willing to travel approx. 5-10 Kms to reach to a Mall. This data can serve as valuable**

information in conducting 'Catchment Analysis' for a Shopping Mall. This information can tremendously help them to understand the distance that the people of Rajasthan are comfortable to travel to reach to a Mall. Catchment Analysis is important for every mall developer and retailers to maximise their footfalls and profits.

- **In the present study, the respondents have expressed highest satisfaction towards multiplexes, restaurants, designer studios/branded stores, Apparel & Accessories Stores and Discount Stores while groceries and fruits and vegetables being garnered least satisfaction from the respondents.**
- **The study shows that Ambience of a Shopping Mall is the most influencing factor for the respondents. The more the customer is satisfied with the ambience longer the stay in the shopping mall.**
- **Behind the glittering façade of the Rajasthan's retail industry, the retail staff employed in Rajasthan is not satisfied with the retail work culture. Through the retail formats are organised, however, the retail work-force is not. Problems like long working hours (approx 11-12 hours), no overtime payments, prolonged standing takes a toll on their health. Therefore, the attrition rate is too high in the retail sector.**
- **The Shopping Malls in Rajasthan do not offer any facility for differently-abled shoppers. Only the facility of lifts is provided, and that too is not sufficient in numbers.**
- **It was observed that thought the Shopping Malls are a form of organised retail, but in the context of Rajasthan, each Shopping Mall has one floor of unorganised retail shops.**
- **All the seven shopping mall attributes taken in the study, i.e. Assortment of Stores, Ambience, Parking Arrangement, Facilities(Entertainment-related and Convenience-related), Safety and Security Provisions, Socialisation Aspect and Promotional Activities have a 'positive correlation' with the customer's preference for a Shopping Mall. However, only four attributes, i.e. Assortment of Stores, Ambience, Socialisation Aspect and Promotional Activities have a 'significantly positive correlation'. The remaining three, i.e. Safety and Security Provisions, Parking Arrangement and Facilities**

(Convenience-related and Entertainment-related) have a positive correlation but not a significant one. Therefore following are the problems areas of the Shopping Malls of Rajasthan:-

1. **Parking Arrangement in a Shopping Mall**
2. **Facilities in a Shopping Mall**
3. **Safety and Security Provisions in a Shopping Mall**

5.2 General Recommendations from the Study

- **At a Shopping Mall, Happy employees = Happy customers. Mall patronage can only be achieved with the great shopping experience at a mall. Happy and satisfied employees play the greatest role in keeping customers satisfied through Customer Service. Shopping Malls spend a lot of money on advertisements and promotional activities to draw footfalls. Malls should also spend on employee engagement aspect also. This will help ensure their retention and lower employee turnover rates. Rules should be made employee friendly.**
- **The organised retail sector holds a massive employment opportunity. However, it is a dismal state as women comprise a small number of the total workforce. The malls and retail stores should promote female participation by providing facilities like flexible-working hours and maternity benefits and commutation assistance in the evenings.**
- **As the country is progressing aggressively towards the Cleanliness Drive with the Swachh Bharat Abhiyan, the Shopping Malls in Rajasthan should adhere to the same. Though the inside of the mall is kept extremely clean, the outside of the mall is a littering ground. Begging is rampant outside most of the malls in Rajasthan, which causes a lot of nuisance to the shoppers.**
- **The malls in Rajasthan are operational from 11:00 am to 10:00 pm. Before they start their operations, i.e. in the morning hours, they could be rented for purposes like jogging or some classes. As malls occupy prime locations in the urban area, this could be useful in utilisation of space and structure and revenue generation for the malls.**

- **Instead of new developments of shopping malls, importance should be put on operating and managing the already existing shopping malls as optimally as possible, for instance, by the optimal utilisation of sales area, the shaping of an adequate tenant mix, drawing and retaining more and more clients, economical and environmentally friendly operating.**
- **The frequency of the mall visit should be reduced from monthly to a weekly basis. The mall managers and retailers have to work in tandem to create excitement and patronage for the shopping malls. These urban landscapes should be bustling with people and children. A place where children and adults can explore entertainment and learning.**
- **Lack of awareness about the stores in shopping malls. A large number of target shoppers are not aware of the new tenants. Hence more of promotional events should be organised; the cost can be shared between the tenants and the mall management team.**

5.2.1 Recommendations regarding Parking Arrangement

Parking Arrangement is the most costly facility provided by Shopping Mall developers, but it is also the most basic facility. Following suggestions can enhance the facility of parking arrangement in the shopping malls of Rajasthan:-

- The parking space is a crucial aspect in the shopping malls. This shopping mall feature needs to be enhanced on several security aspects. The parking system can be equipped with an internet-based intercom, a camera surveillance system, parking locator and a license-plate recognition system (LPRS).
- Separate comfortable and safe parking spaces can be prepared for women, old-aged and differently-abled shoppers that can cater to specific customisation.
- Safety for pedestrians is also a concern in parking facility. Usually the designs lack of adequate lighting and pathways for the movement of the pedestrian from the car to the stairs/elevators is rarely designed for in most of the malls. This can be ensured by proper planning and maintenance.
- Lighting is an essential aspect of parking. Most of the parking lots as lowly-lit. Sufficient lighting should be incorporated. The right placement and sufficient

quantity need to be cautiously studied. This will help in determining the quantum of adequate light required for the users in the parking lot. Also, availability of power back up should be ensured.

- Maintenance should consist of a specific program and checklist. The actual task is to ensure the frequency of maintenance, which has to be framed and implemented. An ideal check-list with respect to the Indian shopping malls should consist of cleaning floors and restrooms, electrical fixtures, inspection of proper functioning of elevators, Heating, Ventilation, Air-conditioning (HVAC) System.
- To save on time and human interface mobile connections can be used so that the shopper's real-time data of advent to the shopping mall facility is predictable and shopper's car is all set for the drive to the parking space, fees already paid for through mobile/internet payment options.
- Certain shopping malls are located in densely populated urban areas of the city. Here parking issue can be resolved with the use of mechanical car stackers and stand-alone systems, which are used in many developed countries across the world. This can expand the parking capacity of the parking facility at a low cost. These automated facilities significantly reduce operational costs such as they require less lighting, ventilation and minimum human interface.
- As more and more shoppers are adopting healthy and eco-friendly habits, bicycles are becoming a popular means of transport. The inclusion of the bicycle as a substitute means of transportation should also be considered in the shopping malls. The special needs of bicycle riders like storage space and repossession of bicycle should be made available within the parking facility.
- Charging facility for electric vehicles should also be made available in the shopping malls.
- An alarming and emerging issue with safety is a threat assessment in response to car bombings. Due care with the use of technology should be given in the screening of vehicles for explosives as they enter the parking facility.
- There should be provision for VIP parking for regular shoppers. This facility can create mall patronage and induce them to come over and over again to the same shopping mall.

- The option of valet parking can be offered to regular customers in a shopping mall.

5.2.2 Recommendations regarding Facilities (Entertainment - related and Convenience-related)

The global retailers are looking for good quality retail space, which is not provided by the shopping malls of Rajasthan. Shopping in a controlled retail environment under a single roof and enjoying the best of facilities and comfort should be the goal of a shopping mall. Managing facilities in a shopping mall is a challenging and thankless job. All the activities of facilities maintenance have to be done without affecting the routine activities. The mall managers have to provide required facilities to both tenants (retailers) and customers.

- **The malls should be children friendly and hygienic. More play space and play options like swings and children pit areas are required in the malls of Rajasthan.**
- **Presently the malls are not disabled-friendly. Providing facilities for them like lifts are not sufficient. There should be ramps, disabled friendly restrooms, wheelchair and wheelchair assistance. Also, for future, approval on this criterion should be made mandatory for mall developers before they start building malls.**
- **The malls in Rajasthan could be more eco-friendly. Though most of them are constructed such that most of the day they get sunlight. They should also maintain a green belt around which could be good for the overall ecological balance and can control pollution and noise levels. This could also help them in lowering their air-conditioning costs.**
- **As Rajasthan is a hot tourist destination in India. Many tourists who visit the shopping malls face a lot of problems with the signage. Each shopping mall has a floor layout map, but this is not displayed at the entrance of the mall. If this map is displayed, it could assist and guide the tourists. Also, with the use of technology, Virtual Tools could be used so that the tourists could also enhance their shopping experience. Signage in both Hindi and English should also be hanged in the shopping malls so that the Indian shoppers who are not**

well versed in English do not face any problem with navigation inside a shopping mall.

- **Common sitting areas for both men and women, where they can wait while their spouse/family member shops.**
- **Clean and free drinking water should be available at different areas in the shopping mall facility.**
- **Nominally charges or Free of cost play area should be available for kids so that they too get entertained.**
- **Shopping Mall should appoint staff for assistance facility to differently-abled and old –aged shoppers.**
- **As the cities of Rajasthan as getting accustomed to the culture of clubbing. The shopping could promote clubs in the facility. This can add to the revenues and the city could have some good clubs as well.**
- **The real-time feedback mechanism can be incorporated in the restrooms and across malls. This data can be used by the maintenance department to improve the situation. For, e.g. If a shopper gives a bad rating to the restrooms, immediate action should be taken.**
- **All housekeeping staff should wear the prescribed uniform. It should be ensured by the supervisors that they maintain a high level of personal hygiene while performing their duties.**

5.2.3 Recommendations regarding Safety and Security Provisions

Shoppers should feel a sense of security while walking inside a Shopping Mall. As a shopping mall accommodates a large number of people at one time, it is prone to terrorist attacks and accidents. The existing shopping malls in Rajasthan are not adhering to the safety and security norms. Following suggestions can be used by the policymakers and mall managers for ensuring safety of the shoppers: -

- **The first step has to be taken during the mall design itself. Provisions should be made for huge atriums, open spaces, emergency exits and divergent corridors that can evenly distribute the crowd.**

- **No gaps should be left between railing and railing should be very strong as sometimes shoppers lean on them.**
- **CCTVs are installed inside most of the malls, but the display screen is with the management. The mall management should ensure to provide display screens to shoppers as well. This can help entailing responsible behaviour or staff and shoppers and also ensure in maintaining decency among the gentry overall thus enhance the shopping experience of the shoppers.**
- **As shopping malls are public places they are vulnerable to terrorist attacks and stampedes. To be prepared to handle such casualties, regular mock drills and disaster management awareness sessions should be conducted.**
- **Sufficient emergency exits and stairways should be present. Shoppers should be made aware and instructed about the emergency exits.**

5.2.4 Recommendations regarding Assortment of Stores

A category-wise intended range of stores in a shopping mall would provide variety and stimulation to a shopper. This well-sorted arrangement would persuade the shopper and create a penchant to shop around the shopping mall. therefore, mall managers can build up suitable occupancy policies for retailing firms. While doing so, emphasis should be laid on the socio-demographic dimensions of shoppers to gratify and satiate the shopping demands of diverse segments.

- **An ideal combination of anchor stores and new-age stores who have diverse target groups would better attract shoppers to shopping malls. Such a collection of stores can coexist in a shopping mall effectively without any clash of the ideologies of the tenants.**
- **A need for the introduction and promotion of more of international luxury brands. A lot of shoppers of Rajasthan shop for global brands from the shopping malls of New Delhi and Mumbai.**
- **Food courts should also provide Street food. This kind of food is a favourite among most of the shoppers, not expensive not the pockets and a lot of varieties can be tried during each visit.**

- **The concept of café and books can be added to the existing assortment. This can encourage customers to come to find some alone time and help in building patronage and attachment with the place. Customers who are single and do not have a companion for shopping would love such a place.**
- **More gaming zones, educational sites and toy stores can attract the children and youngsters to a shopping mall.**
- **Shopping mall should also have medical outlets and Clinics.**
- **Zoning can be done by women shoppers, men shoppers and children and youngsters.**
- **Over-all a new in-shopping mall and in-store experience should be given to the shopper.**
- **Shopping Malls can tightly integrate their online and offline sales channels to present shoppers with an enhanced and seamless shopping experience.**

5.2.5 Recommendations regarding Ambience

The ambience of a Shopping Mall influences the footfalls. The ambience is not just about pretty lights and music, and it needs to affect all the senses of a shopper. It includes the physical characteristics of a shopping mall that are used to create an image to attract customers. It directly contributes to customer experience and customer satisfaction, which is the most crucial element of retail today.

No shopper is under any obligation to spend time or money in the shopping mall. As a result, it is critical to creating an inviting and pleasant ambience that will keep shoppers coming back for more. Also, as a bonus, it will make the employees happier and more enthusiastic about working there.

- **Most of the stores have an identity crisis. The strategy of segmentation, targeting and position is missing. When creating the ambience for the shopping mall and retail stores in the mall, it's essential to keep the target clientele in mind.**
- **The employees of the shopping mall and the retail stores have a significant role to play. They can assist the shoppers, guide them or just simply smile. A**

pleasant social environment can easily facilitate shopping. The simple gesture of a smile from the shopping mall staff can play a part in setting a relaxed mood.

- **The choice of music should be according to the clientele. For. Eg. If the target customers are youngsters pop music can be used to liven up the shopping experience. Music can play a significant role in calming and putting the customer at ease.**
- **Visual displays of the mall and the retail stores should be changed on regular basis. Every time the shopper walks in it should be a visual treat. Of course, the budget should be a consideration while planning out the visual display. Use of balloons is a great idea as attractive and cheaper as well.**
- **Natural landscaping is missing inside and outside the malls in Rajasthan. Use of plants can liven up the entire ambience; also reduce the HVAC (Heating, Ventilation and Air-Conditioning) costs in summers. Flowers can also be planted as they are beautiful and release natural fragrance.**
- **Use of more and more of natural lighting should be encouraged as this can help in saving electricity costs. Also, use of renewable sources like solar energy should be made in shopping malls**.

5.2.6 Recommendations regarding Promotional Activities

Building productive and long-term associations with the shopper help to generate a positive image of the shopping mall. Also, if invested in a right direction such a relationship will last longer and help in generating positive word-of-mouth publicity and mall patronage. Mall opening or mall endorsement is one such medium in which the shopper gets to construct enriching brand association with the shopping mall and the retail stores inside the shopping malls.

- **They can leverage social media for direct sales. Facebook, for example, is becoming a dominant new sales channel for major retailers.**
- **Introduction and strengthening of the existing CRM (Customer Relationship Strategies) like regular information about discounts, wishes on special occasions etc. can help in the long run.**

- **Promotional/Discount coupons should fit the need of the client.**
- **Fun-filled activities like subsidised dance/painting/drama work-shops/competitions for children, teenagers and adults/couples can be conducted on regular basis.**
- **Sweepstakes like bumper prizes etc. can be conducted to gather the customer database, which can used to segment the clientele.**

5.2.7 Recommendations regarding Socialisation Aspects

Modern Shopping Malls are important centers of social life. The community places offer a space where people can meet and have spend quality time. Shopping malls can be used to bring together the society.

- **Community programmes organised by children and artists can be arranged. Shopping Malls can be an excellent place for social gathering.**
- **As the lives are getting hectic and complicated, shopping should not be a chore; it should be a fun-filled activity. Shopping Mall should create such an experience for the shoppers that the shoppers can get a time when they meet their families and friends, shop, eat, get entertained, feel safe and spend quality time in creating bonds.**
- **Needs of the entire family i.e. children and adults should be taken care of while introducing and maintaining a Shopping Mall.**
- **Recreation facilities and open spaces should be the heart of a Shopping Mall.**

5.2.8 Recommendations regarding Eco-friendly Aspects

- **In a state like Rajasthan, the water problem can be addressed with the use of rainwater harvesting system.**
- **Use of renewable source of energy can lower the electricity bills and add to sustainable development**
- **Shopping Malls should maintain a Greenbelt inside and outside their premises. This can help in reducing the temperature inside the mall.**

- **Waste management is a mammoth task as Shopping Malls generate a lot of waste.**
- **Noise Pollution should be reduced by planting trees around the premises.**
- **Green Retailing is the new concept that all the responsible retailers are working towards by reducing their carbon footprints.**

5.3 Limitations of the Study

- **While collecting the responses on the field, it was found that as the questionnaire was in English, it was difficult for some of the respondents to understand and comprehend the questions.**
- **The study was conducted across the four cities of Rajasthan, namely Jaipur, Udaipur, Jodhpur and Kota. The reason for selecting these cities was that only these cities had shopping malls.**
- **The organised retail sector in Rajasthan is still not following the high standards of professionalism and ethics. It is difficult to interact with them.**
- **While meeting the mall developers and mall managers, it was found that they were sceptical about sharing information and details. Therefore much of the information was procured from their websites.**
- **Most of the respondents were not exposed to shopping malls of tier I cities of India. Most of the respondents in Rajasthan are not aware of the standards of the shopping malls in tier I cities of India, and hence their expectation for amenities from a mall was less.**

- **The organised retail sector in Rajasthan is still not following the high standards of professionalism and ethics. It is difficult to interact with them.**
- **While meeting the mall developers and mall managers, it was found that they were sceptical about sharing information and details. Therefore much of the information was procured from their websites.**
- **Most of the respondents were not exposed to shopping malls of tier I cities of India. Most of the respondents in Rajasthan are not aware of the standards**

of the shopping malls in tier I cities of India, and hence their expectation for amenities from a mall was less.

5.4 Scope for further Study

- **Determining the optimal tenant-mix for the Shopping Malls in Rajasthan.**
- **Experiential shopping – This is the most important area where the brick and mortar stores can leap ahead from their counterparts, i.e. the online stores.**
- **The age of Omni shopper will be a game, changer. This particular area is yet to be explored in India.**
- **The aspect of Green retailing is gaining momentum in India. This area is another burning issue because of the growing focus on sustainable development.**

5.5 Final Conclusion

This study does not propagate the debate between the existence of organised retail and unorganised retail in Rajasthan. The prime concern is about the ideal strategy to enhance the utility of existing Shopping Malls in Rajasthan. The unorganised retail sector comprises the significant share of the existing retail share in any state of India. Thus its relevance and significance cannot be questioned in the Indian context. It is the lifeline serving to the billions in Indian. The real challenge is to get the best of both worlds - organised and unorganised retail sectors. The end result should create a valuable shopping experience for the shopper. Nevertheless, the long-standing viewpoint for the sector is optimistic, supported with favourable factors like rising incomes of people, changing demographics, advent of foreign players and ever- increasing urbanisation.

Ideally, in a Shopping Mall of good quality, all the attributes of a Shopping Mall should have a ‘positive and strong’ association and impact on the customer’s preference for a Shopping Mall. The results of the study revealed that concerning the Shopping Malls of Rajasthan the shopping mall attributes like the assortment of stores, ambience, promotional activities and Socialisation aspect have a ‘positive and strong’ association and impact on the customer’s preference for a shopping mall.

The shopping mall attributes that have been identified as problem areas in the present study are Facilities (convenience –related and entertainment-related), safety and security provisions and parking arrangement offered at the shopping malls in Rajasthan. If required

steps are taking in these areas, undoubtedly the present condition of the shopping malls will be enhanced. The Shopping Malls will be preferred by good retailers as well as the urban shoppers. This phenomenon will be lead to organised shopping destinations and managed traffic conditions in the cities. Also, the renovations in the traditional markets can also be undertaken as the pressure on them will reduce. Overall, a well-organised, pleasant and hassle-free 'Shopping Eco-system' will evolve over the period. Organised retail is also an excellent source of employment generation for the youth of Rajasthan.

Therefore, the policymakers, local/international retailers, real estate players and mall management teams can use this study and emphasise on various discussed dimensions while devising strategies concerning mall ideation, mall construction, mall promotion and mall maintenance.

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ANNEXURE 1
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